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Vol. XI.—No. 1 Toronto, January, 1921

Footwear In Canada

STYLE

SELLS THE SHOE

.....But supposing the style is lost after the first few times worn!

Would the same person buy the same shoes again?.....

Protect your good name by using

BENNETT

DEPENDABLE

COUNTERS

Made in Canada by the largest Shoe Fibre Manufacturers in the British Empire

Alphabetical Index to Advertisers, Page 68

Luxurious Foot Comfort for 1921

"PANTHER"

The wearer of Panther Tread Rubber Heels, or Composition Soles, becomes a booster for these products.

He tells his friends how comfortable they are, that they prevent slipping, and never crack.

Panther Soling looks like leather—made in all colors. Can be stitched and trimmed easily and will not allow stitches to "pull out." Will not crack and is waterproof.

Increase the number of Panther wearers in your district during the new year, by stocking them in your store.

Write us for information

Panther Rubber Co., Ltd.

Sherbrooke, Que.

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION RUBBER SYSTEM
AND ASSOCIATED COMPANIES

Emphasize Waterproof

These are the days to emphasize one of the big selling features of THE NAUGAHYDE BAG—the fact that this bag is absolutely waterproof. Sooty snow and pouring rain have no more effect on a NAUGAHYDE BAG than on a pair of DOMINION RUBBERS, fresh from the factory.

THE NAUGAHYDE BAG is made in one piece—seams, joints and corner reinforcements being fused together. The result is a bag that stands the hard knocks of modern travel and yet keeps its attractive appearance.

You can get THE NAUGAHYDE BAG in sizes for men and women—and sell them profitably at reasonable prices.

Look into THE NAUGAHYDE line when planning your spring Travellers' Requisites. For full information, write to the nearest Dominion Rubber System service branch.

Dominion Rubber System Service Branches

Are located at

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, Brantford, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Vancouver and Victoria.

THE
TALBOT
SHOE

You can count the weeks to Easter.

If you need shoes for Spring, the time to buy is now.

Our salesmen are making a special trip through the trade, with new shoes and new prices.

The same high grade quality is built into Talbot Shoes at rock bottom prices as when prices were at their highest level.

Do not overlook these remarkable values.

The
Talbot Shoe Co., Limited
St. Thomas, Ontario

Trent Valley Oak Sole Leather

A Deservingly Popular Tannage for High Grade Welts and Turns.

The Standard of Canadian Sole Leather.

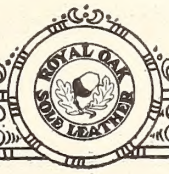
The Breithaupt Leather Company, Limited

Sales Offices:

KITCHENER TORONTO VANCOUVER MONTREAL QUEBEC

Tanneries at:

PENETANG HASTINGS KITCHENER WOODSTOCK BURK'S FALLS



Palaco
CANADA

These are Days when Leaders are Made

Confidence in the future—faith in one's products and one's own ability—with the courage and determination to do the things that good common-sense defines—these are the essentials in these days when the timid ones are falling by the wayside and the strong are rising up as leaders.

Co-operation, too, is playing its part—the co-operation such as we, with our large organization, our equipment, our resources and our full thirty years' experience, can give.

Let us show you what this co-operation, backed up by products which merit your faith, can mean to you in the days that are immediately ahead.

Daoust, Lalonde & Co., Ltd.

Montreal

Makers of Medium and Fine Shoes for Men, Women and Children

D & P

The Mark of Quality

FORTY-FIVE YEARS EXPERIENCE ENABLES US TO MANUFACTURE A COUNTER OF EXCEPTIONAL QUALITY AND MERIT.

SAMPLES ON REQUEST

DUCLOS & PAYAN

Ed. R. Lewis, 45 Front St. East, Toronto; Ontario Selling Agent
Richard Freres, Quebec Selling Agents for Quebec City

Tannery and Factory: ST. HYACINTHE, P.Q.

Sales Office and Factory: 224 LEMOINE STREET, MONTREAL

For 25 Years a Favorite Among Canadian Shoemen

With the coming of 1921 the quarter century mark in our business life will have been reached.

Twenty-five years, with all its hopes and ambitions, its achievements and disappointments, its prosperous days and its lean ones, has taught us many things—and one in particular—that only on service is real business success founded.

We have aimed to apply the Golden Rule to business—to give a square deal to everyone at all times. We hope we have succeeded.

But there is something else—we have learned to make footwear. Good, stylish, dependable footwear—the sort the public likes to buy, the sort the merchant likes to sell.

The range comprises Welts for Men and Women, Women's McKays and Turns, Men's Slippers, Turns. Also White Canvas Goodyear and McKays for Men and McKays for Women, Misses, Children and Infants.

Samples Gladly Forwarded

Dufresne & Locke, Limited

Montreal, P. Q.

L. B. Holliday & Company, Limited

Huddersfield, England

ANILINE DYES

And Coal Tar Products

To The Leather Industry:

Can you guarantee your colored leathers?

Do you realize that such a statement would very likely influence an increase in your business?

Today men come to you, demanding an ironclad guarantee—Can you cope with their demands?

You can if you are properly equipped.

The equipment you use and the ability of your men are both very important factors.

Yet they are both dependent upon the dyes and colors you use.

Dyestuffs that are absolutely guaranteed will therefore help you to guarantee your product.

Then why not try L. B. Holliday & Company for your next order for Dyes, Colors, etc.?

The following is a list of our products which are of particular interest to the Leather Trade and which can be shipped from Canadian stocks.

CHROME LEATHER BLACK G.
CHROME LEATHER TAN 2G.
CHROME LEATHER BROWN G.
BASIC TAN O.
BASIC DARK BROWN P.
MAGENTA POWDER.
METHYL VIOLET 2-B CONC.
FRENCH BLACK 2938.
CHRYSOIDINE R. CONC.
BISMARCK BROWN R. CONC.
FAST RED A.
NEW PHOSPHINE R.
AURAMINE O. CONC.
ORANGE 11.
PONCEAU G.
BRILLIANT BORDEAUX 2-B.
ACID PRUNE V.
NAPHTHOL BLUE BLACK 10-B.
NAPHTHYLAMINE BLACK H.
LIGHT ACID BROWN L.
DARK ACID BROWN L. R.
NIGROSINE W. S.

Product Samples, Patterns and All Particulars from

L. B. Holliday & Co., Limited

Canadian Office and Warehouse:

27 St. Sacrament Street, Montreal

Orders Supplied Direct from Canadian Stock. **New Products will be Added from Time to Time**

Cables, "Dyewares," Montreal. **Telephone Main 8105**

The

"AMES HOLDEN"

Brand of

Rubber Footwear
Canvas Rubber-Soled Shoes
Felt Shoes and Slippers

IS NOW ON THE MARKET

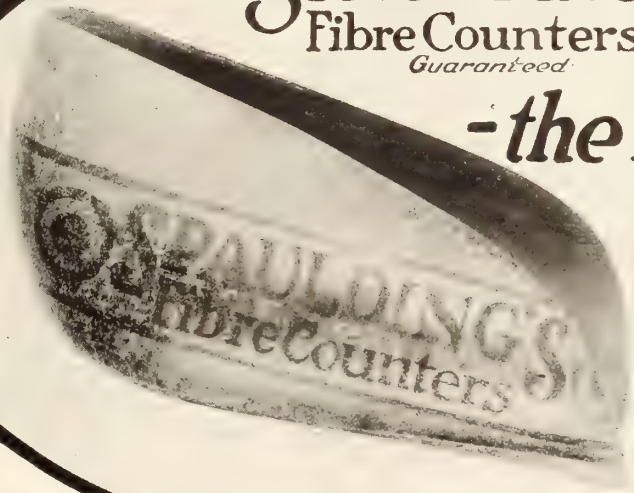
Manufactured and sold by

Ames Holden McCready, Limited

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, London, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Vancouver.

SPAULDING'S
Fibre Counters
Guaranteed

SPAULDING'S
Fibre Counters
Guaranteed
-the best



J. SPAULDING & SONS CO., INC.

Main Office and Factory
NORTH ROCHESTER, N. H.

PHILADELPHIA
John G. Traver & Co.
141-143 No. 4th St.

CINCINNATI
The Taylor-Poole Co.
410-412 E. 8th St.

Boston Office
203-B ALBANY BUILDING

ST. LOUIS
The Taylor-Poole Co.
1602 Locust St.

CHICAGO
J. E. D. McMechan & Co.
217 W. Lake St.

SEVEN FACTORIES
Tonawanda, N. Y. Rochester, N. H.
No. Rochester, N. H. Milton, N. H.
Townsend Harbor, Mass.

English Agents: J. Whitehead & Co., Ltd.,
Leicester, England.

Canadian Agents
International Supply Co., Kitchener, Ontario, and Quebec City. V. Champigny, Montreal

SPAULDING'S
OAK TAN
FIBRE INNERSOLING

Special Offer

5,000 Pairs

OF WOMEN'S GAITERS

Newest American styles, made from English wove cloths, not felt. These gaiters are manufactured by Rapaport & Co., Limited, of London, England, known as the largest exclusive makers of gaiters in the British Empire.

Two Styles:

Ten inch style in colors, dark grey, fawn and dark brown with underslung buckles and leatherex trimmings priced very specially at

$1 55/pair

Eleven inch style similarly made but in colors dark grey and fawn only. Priced lower than to-day's cost of production at

$1 65/pair

Place Your Order Now!
Wire or Write Direct to

A. J. Machin, 2401 Clarke Street

Montreal, P. Q.

Sole Canadian Representative for

Rapaport & Company, Limited

37 Featherstone St. London, E. C, England

January 1, 1921

Hall and Hodges

LIMITED

Successors to

Industrial Export Company

of Canada, Limited

"A Selling Organization"

Specializing in Footwear

16 St Sacrament Street

Montreal

Judge the Future By the Past

The house that kept its quality and service standards during the war years can give you service under any conditions.

Now that the public is demanding quality with lower price, the Robinson standard of service is proving just as effective and satisfactory.

The reasonably priced shoes—with style and long wearing qualities—are to be found at Robinson's.

Take advantage of Robinson service — stock the shoes that bring customers to your store.

JAMES ROBINSON CO., LIMITED

LIMITED

184 McGILL STREET - MONTREAL

On Beginning Another Year

Most successful business men measure their progress in life from one New Year to the next — and so on.

They believe in the maxim, "Tomorrow pays a dividend to the man who looks ahead."

Therefore, we say: Consider the matter of your stocks NOW.

Robinson Service

bases its popularity with the dealer upon its absolute reliability.

Our aim is to make our shoe service a pleasure—and your pleasure our service.

JAMES ROBINSON CO., LIMITED

Specialists in Fine Footwear

MONTREAL

Tipperary Shoes

The Columbus Rubber Company

extends to the trade

Best Wishes for a Prosperous New Year

Tipperary Shoes

For Athletic and Summer Wear

The Columbus Rubber Company

of Montreal, Limited

LEATHERS

Glazed Kid
Side Leathers
Glove Leathers
Shoe Findings

Correspondence Solicited

PIERRE BLOUIN Reg'd.
QUEBEC, 60 Colomb St. **MONTREAL, 59 St. Peter St.**

Your Plans for Next Spring

The business you will do a few months hence, should concern you, to some extent, at the present time.
A well selected assortment of Yale McKays will prove the biggest asset ever, for your store—and now is the time to make the selection.

The high-class Men's and Boys' trade is worth going after, and he who carries Yale McKays, will keep his competitor hustling.

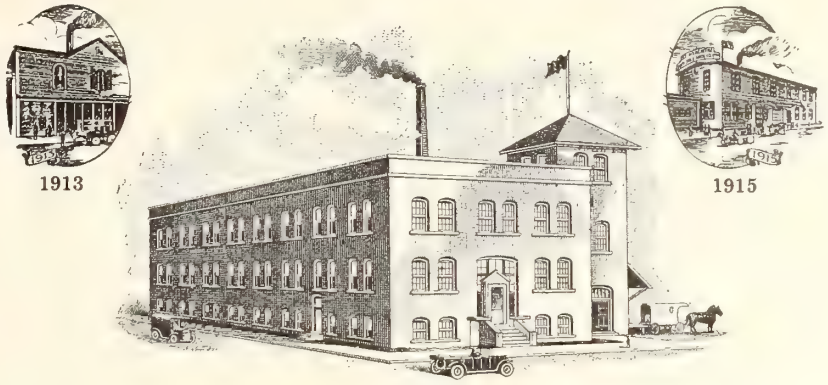
Samples now ready for your inspection.

The Yale Shoe Mfg. Co., Limited

Makers of Fine McKays for Men and Boys

Galt - - - Ontario

AIRD & SON
REG.
MONTREAL



Successful Merchandise Made This Business Grow

From the modest workshop of 1913 in which the foundation of this firm was laid; through the more pretentious establishment of 1915; down to the splendidly equipped plant which we now occupy, one factor has been responsible for our growth—the determination to make successful merchandise.

Our success has been shared by others—the retailers and jobbers handling our goods—which in turn has built up a much valued good-will and confidence between us.

That is why we face the new year 1921 confidently—expectantly.

And we have made preparations to that end. Right now we can handle the retailer's requirements quickly and efficiently. Prices are such as to satisfy the most thrifty buyer.

And we believe the advice to order now conservatively, yet sufficiently, is sound.

Let us show what we can do for you in any of the following lines; McKay Sewed and Standard Screwed Shoes for Men, Boys, Youths, Little Gents, Children and Infants.

A. A. COTE & SON

LIMITED

ST. HYACINTHE - QUEBEC

Our Lines are Dependable in Service, Style, Profits

Your needs must be very apparent now that the stock-taking is over.

What about the gaps that are to be filled?

The necessity of immediate ordering of your stock of Men's and Women's footwear for Spring, cannot be overlooked.

There will be an insistent demand for shoes that are stylish and serviceable, at prices that will attract.

Just get our samples of these shoes —shoes that are profitable for you to handle.

"The Service House of Canada"

JOHN LENNOX & CO.

18-20-22 KING EAST, HAMILTON

BOOTS AND SHOES—STYLISH AND STAPLE

1921 Fall and Winter 1922 Season

Good Buying Now Will Secure Future Sales

Sheepskin Wool Lined Sox and Wannigans

Past seasons' sales have stamped them as profit makers.

Oil Tanned Larrigans

Made to stand the rigors of wear and weather.

Knit and Felt Socks

In a full range of sizes and of durable material.

Leather and Canvas Leggings

Made right, and serving every need of sport and hard wear. For men, boys and youths.

Every new year brings its business opportunities and 1921 will be no exception. The general forecast is good and the shoe retailer who buys right at the opportune time will make sure of a quick and profitable turnover for next fall and winter.

Your future trade depends on judicious buying now, and you can select from the many lines of footwear here mentioned on the assurance that no better values are offered you elsewhere. Every line comes to you with a reputation of making sales, year in and year out and providing the public with smart, well-made and durable footwear.

Hockey Boots

Popular lines that have always captured the trade by superior features of comfort and resistance to rough usage.

Men's Fine Leather Slippers

In a wide variety of styles and sizes featuring Romeo, Opera and Everett Patterns.

Moose, Buck, Elk and Horsehide Moccasins

Thoroughly seasoned materials and of reliable manufacture. Impervious to wet and lasting in wear.

Give our salesman a few minutes to look over his samples. It will be time profitably spent, and your opportunity to select footwear of real service to your customers and gain quick returns to your business.

J. A. McLAREN CO., LIMITED

Wholesale Shoe Distributors

30 Front Street West - Toronto

TETRAULT'S WELTS
are Easily the Most Profitable Line of Men's Shoes to Handle

Tetrault Says:—

WHY pay **Nine Dollars** for shoes that you could sell to the retailer at that price and make a profit?

WHY carry a heavy stock when you can sort on all the best sellers from your local Jobber?

MONEY is made on the turnover.

KEEP your stock down to a minimum.

BUY often.

A complete line of Tetrault's Welts are handled by every "live" jobber in Canada

Tetrault Shoe Manufacturing Co., Ltd.
MONTREAL

Sound Merchandise
at rock bottom prices

No. 46

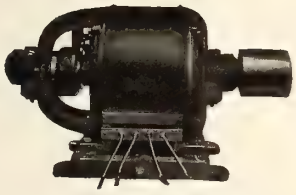
THE jobber will find ample opportunity for profitable turn-over in our splendid line of Men's, Youths' and Boys' shoes.

There is no better time than right now to get in touch with us. We believe we can make you very attractive quotations.

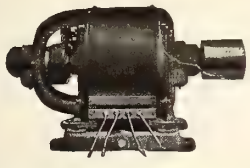
Ask us about our Women's McKays.

No. 50

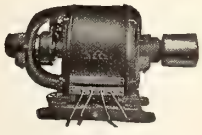
LAGACE & LEPINAY
QUEBEC



Is it economical ?



Is it the right type ?



Is it the right size ?

THREE GUESSES

Electric power, heating, lighting and equipment problems are to be found in the shoe and leather industry.

Perhaps your output can be increased? You are, perhaps, losing electrical energy by wasteful types of motors? Are your switches and wiring devices up-to-date or are you in continual danger of fire?

We shall be pleased to answer any questions or help you with any problems whenever you care to write us.

Twice Monthly

Electrical News

$2.00 per year

349 Adelaide St. West., TORONTO

The Yamaska Brand
J. A. & M. Cote
ST. HYACINTHE.
CANADA.

—Service that is always greater than the purchaser usually expects.

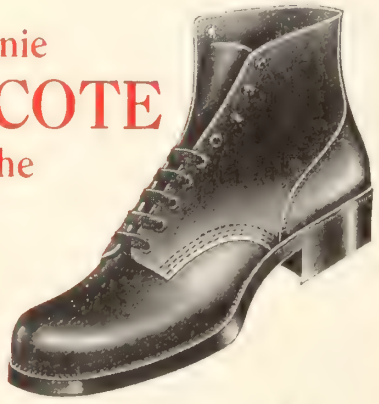
—Comfort that is a new sensation to wearers of solid-all-leather footwear.

—Value that would be hard to duplicate.

—And with more than half a century's sound experience built into every shoe.

Such is Yamaska—the invariable choice of retailers who know.

La Compagnie
J. A. & M. COTE
St. Hyacinthe
Quebec



Since 1844

TANNERS OF

Union, Hemlock, Oak and Chrome Sole Leathers, Harness and Saddle Leathers, Case, Bag and Belt Leathers, Belting Butts and Lace Leathers, Cowhide Upper Leathers, Shoe and Glove Splits.

MANUFACTURERS OF

Cut Soles and Top Lifts. Moulded Counters, Uppers, Leggings, Leather Belting, Goodyear Welting, Etc.

DEALERS IN

Imported and Domestic Leathers and Findings for the Factory and Finders' Trade.

BEARDMORE & COMPANY, established as Tanners in 1844, have steadily continued the production of highest grade Leathers for over three-quarters of a century. For years, the "STAR" Brand has identified our Leathers, and the Trade has always associated it with Merchandise of the highest standard.

The "STAR" Brand trade-mark distinguishes the product of a Firm established far enough back in the history of the Industry to make it unpardonable to apply it to any but the best.

BEARDMORE & COMPANY

TANNERS

TORONTO - MONTREAL - QUEBEC - ACTON - BRACEBRIDGE

"EUREKA"

Our Leaders

No. 30 Last

8393—Women's 8 1-2 inch Black Kid Bal, Slip Sole, 14/8 Cuban Heel, 30 Last.

8389—Women's 8 1-2 inch Black Kid Bal, Slip Sole, 12/8 Sport Heel, 55 Last.

Before placing your ORDER, do not forget that we make the BEST Women's McKAY SHOES and our PRICES are RIGHT

WRITE US FOR LATEST QUOTATIONS.

JOBBING TRADE ONLY

EUREKA SHOE CO., LIMITED

THREE RIVERS, QUE.

DON'T USE THREAD THAT WILL ONLY HOLD THE SHOE TOGETHER UNTIL IT LEAVES THE RETAIL STORE.

YOU wouldn't use second or third grade lumber for your home—even tho' you pay less for it; poor quality wood has to be replaced soon. Clear, fine grade lumber is economy because it lasts.

LOCKSTITCH

WELT

McKAY

TURN

IT'S THE SAME WITH LINEN THREAD!

You can pay less; but you'd better not; good threads are cheaper; it's in the quality—not in the price.

FRANK & BRYCE, LIMITED

Toronto Montreal Quebec

WELTING

Made from

DOUBLE ROUGH SHOULDERS

We illustrate one of our trucks unloading **DOUBLE ROUGH SHOULDERS** at the door of our tannery.

BARBOUR GROOVED ENDLESS WELTING is produced exclusively from raw material of this nature.

Properly curried, and efficiently worked this class of leather yields the most desirable and uniform run of welting possible to produce.

BARBOUR GROOVED ENDLESS WELTING is that sort of welting.

BY INVITATION MEMBER OF

NEW YORK, U.S.A.

Brockton Rand Company

BROCKTON, MASS.

THE GENUINE

VULCO UNIT BOX TOE

Apparatus, Process and Products Patented

To Preserve the Style of the Toe is to Retain the Beauty of the Whole Shoe.

This is why the leading shoe manufacturers everywhere use the VULCO-UNIT BOX TOE. Because of its waterproof and perspiration-proof qualities it is the most durable box toe known.

SOLD ONLY BY

BECKWITH BOX TOE LIMITED

SHERBROOKE, QUEBEC

Subscribers' Information Form

Many letters reach us from subscribers enquiring where certain goods can be obtained. We can usually supply the information. We want to be of service to our subscribers in this way, and we desire to encourage requests for such information. Make use of this form for the purpose.

Date.....19

"FOOTWEAR IN CANADA"
345 Adelaide St., West, Toronto

Please tell us where we can secure (give description as fully as possible) .....

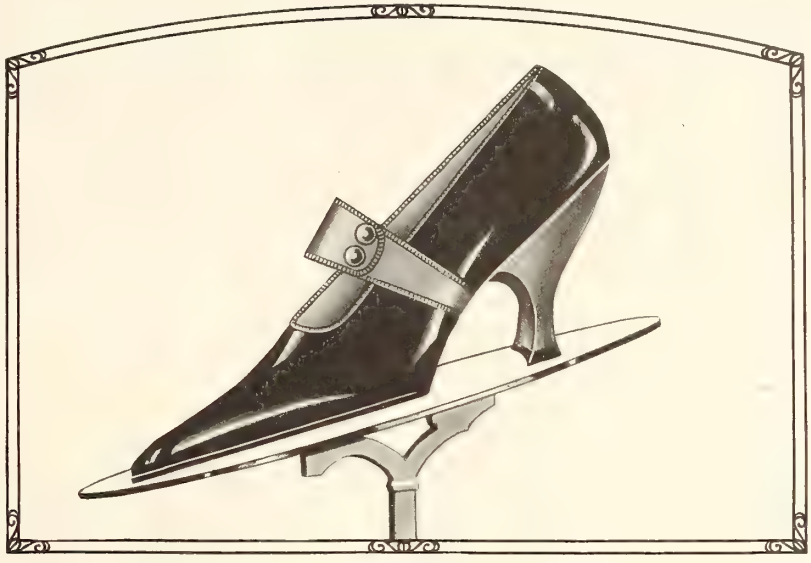
.....

.....

.....

Name .....

Address .....



Quality Shoes

MANY merchants throughout Canada have become familiar with our line of Bench Made Turns which we do not hesitate to say are the best shoes ever produced in Canada—some merchants say—even in the United States.

ANNOUNCEMENT

In addition to our line of Bench Made Turns, we have equipped our factory to make the same Live Styles in what is termed as "Team Made Turns." These will sell at several dollars less than the **STRICTLY** bench made shoes so that we would strongly urge all retailers to see this line before placing orders for Spring Shoes. Prices will range from $6.50 to $10.00 and you have our Guarantee that these shoes will Maintain the High Standard of OWENS-ELMES Quality.

Be first to have this line in your city.

OWENS-ELMES

12-14 Sheppard Street, TORONTO, Ont.

Operating the first and only factory in Canada making strictly HAND MADE TURNS

H. O. McDOWELL

H. N. LINCOLN

INTERNATIONAL SUPPLY CO.

IMPORTERS MANUFACTURERS

INTERNATIONAL SUPPLY CO. SERVES YOU RIGHT KITCHENER-MONTREAL

JOBBERS SALES AGENTS

SHOE MACHINERY, FINDINGS AND FACTORY SUPPLIES

THE LARGEST SHOE FACTORY SUPPLY HOUSE IN CANADA

FACTORY AND BRANCH
37 FOUNDRY ST. S.
KITCHENER, ONT.

BRANCH
566 ST. VALIER STREET
QUEBEC

MAIN OFFICE
154 NOTRE DAME ST., W.
MONTREAL

Representing

American Lacing Hook Co.
Waltham, Mass.
Lacing Hooks and Hook Setting Machines

Armour Sand Paper Works
Chicago, Ill.
Crystolon Paper and Cloth for Buffing and Scouring

Boston Leather Stain Co.
Boston, Mass
Inks, Stains, Waxes, etc. Cyclone Bleach

The Ceroxylon Co.,
Boston, Mass
Ceroxylon, the Perfect Liquid Wax

Dean Chase Co.,
Boston, Mass
Shoe Goods, Cotton Thread

The Louis G. Freeman Co.,
Cincinnati, O
Shoe Machinery

Hazen, Brown Co.,
Brockton, Mass.
Waterproof Box Toe Gum, Rubber Cement

Lynn Wood Heel Co.,
Keene, N.H.
Wood Heels and Die Blocks.

Markem Machine Co.,
Boston, Mass.
Marking and Embossing Machines, Compounds, Inks, etc.

M. H. Merriam & Co.,
Boston, Mass.
Binding, Staying, etc.

Puritan Mfg. Co.,
Boston, Mass.
Wax Thread Sewing Machines
Poole Process for Goodyear Insoles

The S. M. Supplies Co.,
Factory Supplies, Needles, etc.

J. Spaulding & Sons Co.,
N. Rochester, N.H.
Guaranteed Fibre Counters, Fibre Innersoling

The Textile Mfg. Co.,
Toronto, Ont.
Shoe Laces

United Stay Co.,
Cambridge, Mass.
Leather and Imitation Leather Facing, Welting, etc.

Safety Utility Economy Co.,
Boston, Mass.
Electric Heating Equipment

In addition to the lines shown in the list of Houses we represent, and for which we are Exclusive Agents, we carry large stocks of Specialties.

We are ready to Serve you Right on any of the following lines. Ask for samples and prices or send us a trial order:

BELTING
Oak Tanned, Tannate.

BELT HOOKS and PLIERS

BOWS, ALL SIZES.

BREASTING KNIVES.

CRAYONS, MARKING
For Leather & Rubber.

CHEESE CLOTH.

COVERS FOR LININGS.

COVERING PAPER.

DRY PASTE, STICKFAST.
Kegs & Bbls.

SILKOLINE, SILK WIPERS.

SPONGES.
Dressing-Gumming.

TAG HOLDERS.

TARRED FELT.

THREAD COTTON.
For Puritans.

TUBES FOR ALL PERFORATORS.

We can Supply you with Every Need of

Blacking, Stains, Waxes, Dressings, Cyclone Bleach, Etc.

Look Over this List and Send in Your Order

Ultra Edge
One setting edge ink

Uneeda Edge

The King Edge Ink
For a one or two setting edge

Russet King Edge
One and two setting for russet and tan colored shoes.

King Edge No. 31 (Natural)

Model First Setting
A stain for two setting edges

Black Diamond Heel
For heels. Made in all colors.

Colored Heel Stains

Black Diamond Shank

Black Bottom Dye
A dye for heels, shanks, top pieces and bottoms

Striping Dye
Black and russet

Cyclone Bleach (Made in Canada)
For removing those glucose spots, water stains and discolorations on soles and giving perfect results in finishing

Magic Stain
For oak and union leather. Removes those glucose spots, water stains and discolorations, and makes a hard, smooth, uniform finish.

244 Sediment Stain
For making white oak bottoms

Filling Wax

American Eagle Polish

Gold Bond Polish
For stain and black bottoms

Slickum
A gum to use where a high polish is wanted on a paint bottom

Nevercheck
Used before scouring to fill and make a solid heel

Vamp Dye

Black Tip Dye

Spirit Black Dye

Welt Dye
Black and russet

Naphtha Black
For raw edges of vamps and tips

Nonesuch Filler
A filler to use in place of wax for heels and bottoms

Everbright Kid Dressing
For kid, kangaroo and chrome stock

Colorless Dressing
For colored stock

Gun Metal Dressing
Made for dull and medium bright finish

Dressing
For all kinds of upper leather

Enamel Finish
For heels and edges, in white and all colors

Rubber Stain
For making velvet bottoms

Improved Sediment Stain
A stain finish to take the place of paint or wax finish; will cover all kinds of leather

Paragon
A wax stain for shanks and foreparts on black and colored shoes

Paragon Thinner

Redoakunion Thinner

Redoakunion
A paint stain for all kinds of leather

Bottom Stains
Of all kinds

Grain Bottom Cleaner

Fakes
Satin Gloss
Glossene

Viscolene
For shoe bottoms

Ivory Wax
White, red, brown and black

White and Black Edge Wax

Ivory Expedite Wax

Liquid Wax
For making high gloss polish over all kinds of bottom finish

Auto Treeing Composition

Cutting Board Dressing

Thread Lubricator

Hold Tap Sticker
Apply a coat, lay on your tap and let dry

Oil Remover
Removes oil spots and stain from leather

Patent Leather Repairer
Ruby Filler No. 1
" Cutter " 2
" Flow " 3

Finishing Room and Dressing Room Supplies

Baby Cow Polish
A friction polish for russet leather of all colors

Upper Edge Stain
For the raw edge of black or russet leather

Tanners' Finish
For staining and uniforming all colored upper leather stock

Russet Leather Repairer
Liquid repairer

Crayon Repairer
Made in all colors to suit

Ooze Calf Cleaner

Grain Leather Finish

Leather Filler

White Canvas Dope

Side Lining Cement

Veneering (Black)

Veneering (Russet)

Inner Sole Stiffener

Colorless Stitch Gloss

Patent Leather Cleaner

Russet Leather Cleaner

White Canvas Cleaner

Boston Leather Stain Company

109 Purchase Street Boston, Mass., U.S.A.

Sole Canadian Agents:

INTERNATIONAL SUPPLY CO.

Montreal Kitchener Quebec

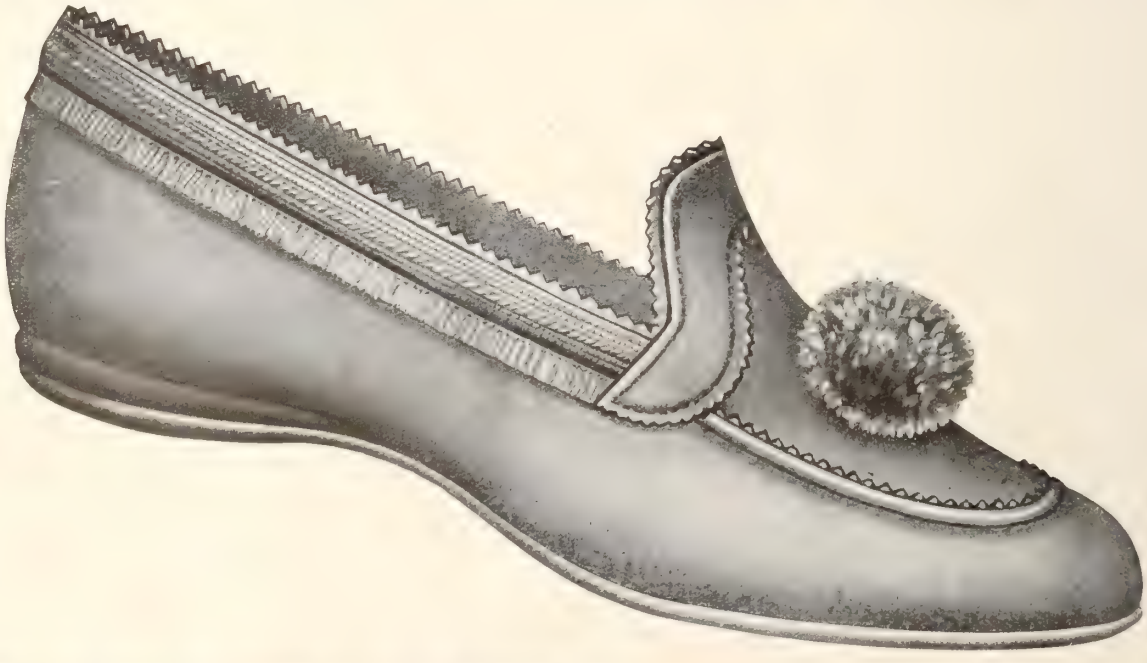
K·B· HARD SOLE FELTS SOFT SOLE KUMFYS

The new K.B. Samples are now in the hands of the country's leading jobbers.

Retail merchants everywhere will be inspecting them and deciding on their Felt Shoe requirements for the following 1921 season.

We know that those merchants who have sold K.B.'s in the past will re-order, with the confidence in their own proof of the satisfactory standard of K.B. Quality consistently maintained and with the added assurance that a second plant doubling previous K.B. capacity will insure prompt and full deliveries.

For those who will handle K.B.'s for the first time, let us remind that there never have been enough K.B.'s to go around



Products of thirty-five years' successful effort

K.B.'s are Made to Order Only

—the demand always exceeding the supply —that for 1921 we will have a new plant at Port Hope making soft sole "Kumfy" lines exclusively, specializing in Padded Soft Sole Slippers and Leather Boudoirs in full range of colors and sizes; that in the Cobourg plant we make all stables in Felt and Leather Soles — together giving our customers the choice of the finest and most complete range of Stable and Fancy Felts in all colors. Full sizes and comfortable, neat fitting lasts shown. Skilled workmanship, highest grade materials and unusual style.

Every retail merchant should see the 1921 range of K.B. Felts and "Kumfys," and do not make the mistake of holding your orders until later. K.B.'s are made to order only, and early placings are guaranteed prompt and sure delivery.

K.B.'s ARE SOLD ONLY BY THE LEADING CANADIAN SHOE JOBBERS

HIGHEST · GRADE
KB
FELTS
MADE IN THE COBOURG COBOURG A.J.KIMMEL PRES.
CANADA BY FELT CO. LIMITED ONTARIO A.C.KIMMEL MGR.

How is your stock of Rubbers?

Four months of busy selling are just ahead. Winter snows and spring rains will keep up an active demand for DOMINION RUBBER SYSTEM RUBBERS.

Don't miss sales for lack of proper shapes and sizes to fit all shoes. Check up your stock—send your "sorting orders" to the nearest DOMINION RUBBER SYSTEM SERVICE BRANCH—and thus make your assortment of Rubbers complete in every detail.

Dominion Rubber System Rubbers

enable you to give your customers their money's worth in quality, style, comfort and sturdy wear, and enable you to make sales instead of excuses because they come in every style to fit the shoes of men, women and children.

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DOMINION RUBBER SYSTEM
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A Lesson from 1920 Mercantile Experience

Retailers who have suffered severe losses, as many have, in the present crisis, will do well to remember and take to heart the lessons which this situation teaches them. It is human nature to think, and to act, with the crowd, to be optimistic when everyone is optimistic, to buy when everyone is buying and to spend when everyone is spending, but when the scene changes and a period of depression strikes business, then Mr. Average Man goes to the other extreme and becomes so timid and pessimistic that he comes to a virtual stand-still. He acts as if the depression must continue indefinitely, as if the country had no recuperative powers, no resources in men, money and materials, and he makes neither money nor progress until another period of prosperity galvanizes him into life. He is prepared neither for bad times, nor for good times, when they come. Neither does he help intelligently, to bring about the latter, nor is he ever in a position to ward off the former. He is like an inexperienced mariner who is ignorant of the science of effective tacking, and so, instead of using the trade winds to bring him to the goal of his endeavors, he is always carried in whatever direction the winds may blow.

If there is any lesson at all to be drawn from existing conditions, it is this: That a business man should never allow himself to become so absorbed in the affairs of to-day—be they failures or successes—that he does not cast his eye around for signs of to-morrow's weather. It was men who could see **ahead** that have built up the great institutions which will remain for generations as monuments to their names.

It is as foolish to refuse to buy, or to advertise—because that is the prevailing general sentiment—as it was to stock up heavily with high-priced goods last spring and summer, just because others were doing the same. In these things, a business man—if he is worthy of the name—must display independence. He may seek advice, but having sought it, he must form his own conclusions and formulate his own policy. But there is not the slightest doubt that there will be a great many merchants, and manufacturers, who will be as ill-prepared for the return of prosperity as they were for its decline, and who, by their attitude, will delay its arrival.

Government Shows Readiness to Curb "Dumping"

The "dumping" of shoes in Canada by U. S. manufacturers at cut prices has been the subject of much discussion in footwear circles recently. There is little doubt that such "dumping" was carried on at one period, to a considerable extent; U. S. Government reports show, for instance, that last May there were 86,515 pairs of women's shoes exported to Canada at an average price of $2.80 per pair. The actual cost of manufacturing the class of U. S. shoes which comprise the greater part of Canada's imports of women's footwear would be far above this figure, and the only conclusion that can be reached is that a large quantity of shoes was "dumped." The conditions seemed to improve somewhat in later months of the year, the average price of the women's shoes imported from the States in August being $4.84, and in September, $4.00—though these figures are still so low as to be suspicious. In men's footwear, the average price of the imports during the month of June was $2.54; in July, $3.74; August, $7.34; September, $5.94—figures which seem to indicate a similar condition to that regarding the imports of women's shoes.

Among others, "Footwear in Canada" has been in touch with the Commissioner of Customs, at Ottawa, with regard to this question of "dumped" shoes. The facts brought out in the foregoing paragraph were referred to, and it was pointed out that only by Government inspection service at the border could the evil be corrected. The following communication has been received from the Commissioner of Customs, as a result.

"In reply to your letter respecting the importation of boots and shoes into Canada, I am to state that the Department has issued to all ports Bulletins calling for careful scrutiny and appraisal of all importations of boots and shoes, and a number of individual importations have been submitted to the Department for

investigation, and appraisals have been made based thereon."

The Government is evidently prepared to do its best in the matter. If any specific cases come to the attention of our readers we should be glad to hear of them.

Caution Needed in Applying Style Stimulus

Should the style stimulus be applied? The answer to this question, as applied to the shoe business, depends largely upon the class of trade done by the individual retailer. It is only the merchant whose clientele is drawn from the wealthier part of the community who can safely attempt to stimulate demand in this way. "Caution" is a good watchword for the trade at the moment, though it is hardly necessary to dwell upon it—for those who were utterly reckless in the boom days would now be cautious if they could, but, for the most part, they are reduced to the necessity of selling out. The shrewd business man, on his part, needs no warning.

It is significant, however, that in the States many of the most prominent shoe merchants are using the style stimulus for all it is worth, and their trade journals are commending, and urging, this course. But it must be remembered that conditions in Canada are not just the same. The buying public here are less erratic and less volatile—we are never likely to experience on this side of the line such high tides of temporary demand as they have over there, nor, on the other hand, are we likely to have such low ebbs of trade. The Canadian public as a whole is a little less easily influenced, a little more stubborn, and while it is quite susceptible to education, it cannot just be led by the nose. Neither have we so many multi-millionaires whose families have nothing to do but dress themselves. It is therefore dangerous for the Canadian shoe merchant to take too much for granted with his public. It has got to be wooed with tact and care for it is wary of traps, and suspicious of camouflage.

Nevertheless, where a retailer has a high-class clientele, we believe a little sweetening with new style is permissible and desirable.

Figures Can't Lie—But They Can Deceive

There is considerable confusion among shoe merchants, as well as other branches of trade, about business figures and methods of calculation, and some are apt, during this period of declining prices to "do" themselves out of a great deal of money and perhaps even ruin their business merely through mathematical inaccuracies.

For example, there is the question of percentages. Many make the mistake of muddling percentages that are based on selling price with those that are based on cost. Expenses and gross profits must be calculated on the same figures, either invoice or sales prices. It is more convenient to use the selling price, as the merchant knows from day to day and year to year what his sales figures are. The comparative results are the same, no matter which figures he may use, but what must be guarded against is the use of invoice prices for the calculation of gross profits, at the same time and the use of sales prices for the calculation of expenses.

Another pitfall into which the unwary retailer may fall, particularly at the present time, is the misunderstanding of percentages of reduction as compared with percentages of increase. It must be remembered that a 33 1-3 per cent. decrease from present prices would be equal to a 50 per cent. rise that brought them to the present level. To illustrate: If a shoe that originally sold for $6.00 is increased to $9.00, we call that a 50 per cent. increase, and consider it quite a jump, but if the price is again reduced from $9.00 to $6.00 that is referred to as a decrease of 33 1-3 per cent. and it does not sound so big. It is just here that the retailer may fool himself, if he gets making comparisons in percentages and doesn't understand them quite clearly. He must thoroughly grasp the fact that a reduction of a certain percentage from the original marked price of an article represents a considerably higher percentage of mark-down when the new selling price is usesd as the basis.

Buy What You Want When You Want It

The best advice that can be offered shoe retailers at the present time with regard to their buying policy seems to be simply this: "Buy what you need." It will prove poor policy, we fear, to hold off once stock begins to be depleted, in anticipation of lower prices. If retailers, as a whole, do this, there is bound to be an upward reaction in prices in the spring and early summer, when they all come into the market, and in the meantime sales will be lost because of poorly sorted stocks. The wise merchant, therefore, while keeping his stock reasonably low, and as clean as possible, will not hesitate to order the goods when he needs them. If there is a resumption of active buying by the public in the Spring, which many believe will be the case, the man who has his stock in good shape and can show new goods will get the business, while the man with bare shelves and broken lines will simply be unable to handle it.

It is an undeniable fact, however, that there is a considerable percentage of retailers who are still heavily stocked, and who will not be in a position to go into the market, with anything more than sorting orders, for some time to come. It would be foolishness for a man whose stock is 50 or 75 per cent. larger than it ought to be at this season to go ahead and purchase new goods for future requirements. And despite the fact that little buying has been done so far, this is the situation in which many find them-

selves, with a stock that will carry their business for six months or more without the necessity of replenishing their shelves. This is not an encouraging statement to make, but it cannot be denied that it represents the actual conditions in an appreciable percentage of shoe stores. On the other hand there are a number of merchants who have their stocks in a normal condition, and these ought, and, we believe, will, buy their requirements, cautiously but continuously from now on, or at least as soon as they have taken their inventory and know exactly how they stand.

Retailers who need new goods should go ahead and buy them, else when we get on in the Spring, and early Summer, there will be a suddenly accentuated demand, which the manufacturing industry, with curtailed staffs and restricted output, will not be in a position to handle, and the result will be an upward reaction in prices. Retailers who are still over-stocked do not need advice as to their buying policy. They will not, and cannot, go into the market for future requirements, until their stock is brought to normal again.

"Cold Feet" Will Kill Trade

If Canadians have faith in the resources and possibilities of Canada, now is the time to demonstrate it. In the piping times of great prosperity, we don't need much faith—we simply make hay while the sun shines. But uninterrupted "boom" times in any country, or in any age, are an impossibility. There must be periods of depression, of readjustment and of curtailed demand. It is such conditions as these that test our faith in ourselves and in our country. If there is timidity and hesitancy at the first sign of foul weather, it surely is an evidence of a lack of that confidence, that progressive and determined spirit, which are essential to the development of this Dominion to the full extent of its possibilities.

The manufacturers of Canada have reaped rich harvests during recent years. The demand for their products was greater than the supply. Prices rose without interruption, and the consuming public spent their money almost without stint. It was almost impossible that any wide-awake business man should not make large profits. Such conditions, however, could not last indefinitely—we are now getting down to earth again, and we have before us big problems and perhaps some stiff work for a while. But is that sufficient reason why we should give way to timidity and pessimism? Rather it should call forth all the greater energy and the greater daring. The negative attitude will merely increase our difficulties and assist in making times far worse than they are. There has been a tendency to let up on salesmanship and on advertising, to sit tight and hold tight instead of getting out and rustling for business. That is the spirit that is helping, and will continue to help, to kill trade. If it continues, our situation will grow more difficult. Let us not forget that Providence and the people make the times. Canada has bumper crops this year, and if times are bad we can't blame it on Providence, but only on ourselves.

Clear the Decks for Action

While many are deploring the downward trend of retail prices, there seems to be among the biggest merchants of this continent a general feeling of relief that we are on our way to a sounder and safer condition of trade. "It's well it came when it did; if prices had kept on rising for another year, there would have been a complete crash when the break came," seems to be about the viewpoint from which they regard the situation. Losses are taken philisophically—by those who can stand them—and business men, who have sufficient stability to weather the present crisis, are clearing their decks for action in a new and more strenuous kind of struggle than they have yet been engaged in. Every man welcomes a period of prosperity and easy profits, but the shrewd, progressive, ambitious merchant takes satisfaction in the time of testing, too, when every resource of mind and character must be called upon and success is only won with blood and sweat. It is interesting to note the remarks of James Simpson, Vice-president of Marshall Field & Co., on the situation. Writing in the Dry Goods Economist, he says, in part: "When the sole object was winning the war, business had to be given secondary consideration. During this period when everything was more or less upset, standards of service suffered, and now we turn in earnest to the task of resuming our course.

"We find a new world—a new race—a new spirit stirring all. Every progressive business is stripped for action. Competition is to be at its keenest. Every ounce of ability, efficiency and resource will be put to the test. It is to be a survival of the fittest—a race of the strong and the swift—the laggard must fall.

"The immutable law of supply and demand was the controlling and dominating factor in starting prices toward a lower level. Production, which had been curtailed during the war to make place for the necessities of war, required the two years intervening since the armistice to catch up with the demand, and in the very nature of things during that time, prices of a great many commodities have been on a mad debauch.

"When production increased to a point where it supplied demand the inevitable happened—a sudden decline in price of nearly every commodity from the dizzy heights which had been reached."

The Acton Tanneries of Beardmore & Co. and Their Far-Famed Product

A Description of the Tanneries and a Brief History of the Development of the Beardmore Organization—Founded in a Small Way at Hamilton, Ont., Over Seventy-Five Years Ago Now Operate Large Tanneries at Acton and Bracebridge—Acton Plants Have Floor Space of Nearly a Million Square Feet

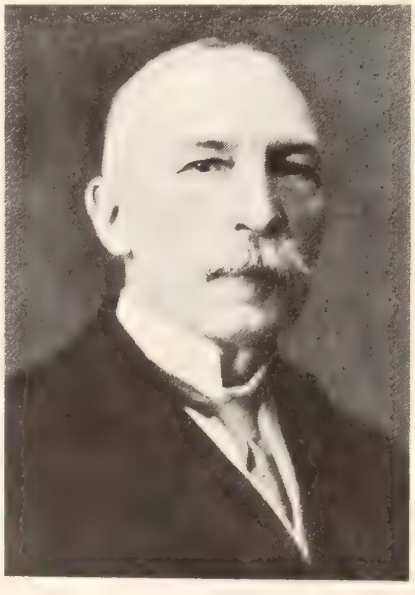
IN the year 1844, the late Mr. George L. Beardmore laid the foundation stone of what is now one of Canada's premier industrial organizations. Seventy-six years of steady and gradual development has placed the firm of Beardmore & Co. in the position where they can lay claim to the ownership of the largest tanneries in the British Empire. It was in Hamilton that the founder of this great concern first engaged in the tanning business for himself, after having spent some years learning tanning in a plant near Toronto. Here he came in 1844 on the instigation of his younger brother, Joseph Beardmore, who had come to Canada some years previously. Both the brothers were of English birth and spent the early part of their life in the Old Land. Mr. Joseph Beardmore had also learned tanning in England, in a plant near Liverpool, and induced his brother to join him in the tanning business. So, in partnership, they built a stone tannery in Hamilton, being the first stone tannery in Canada, with but a very meagre output compared with the company's production to-day. This plant, of which we show a view, still stands as a monument to the first Beardmore tanning enterprise, although it is no longer used for the manufacture of leather.

A few years after the business in Hamilton had been established Joseph Beardmore died, leaving the elder brother to carry on alone. Another serious mishap occurred shortly afterwards, when a fire broke out in the tannery, which burned out the plant and stock, and left only the building standing. Mr. George L. Beardmore did not attempt to re-establish himself in these premises, but moved in 1854 to Toronto, where he engaged in business as a leather merchant, and at the same time he continued to supply the trade in Hamilton. For some years, however, he did not undertake production, only on a very small scale in a little plant on the Grand River. Then an opportunity again presented itself for extending his tanning operations considerably by acquiring a plant in Guelph. Mr. Beardmore took over this plant and continued to operate it until the year 1865, when he purchased a tannery in Acton, which formed the nucleus of the great organization that has since developed. The next extension was made in the eighties, by the purchase of a small wooden plant, also in Acton, by Messrs. W. D., G. W. and A. O. Beardmore, which had previously been used for the production of cordovan leather. When the Beardmore brothers acquired this tannery they made considerable additions to it, and turned it over to the manufacture of harness leather. Again in the nineties, Beardmore & Co. saw an opening for further developing their business, and branched out into the production of belting leather in the same plant.

By that time the organization was fairly well built up and consolidated and there has since been a progressive development according as the demand for the company's products has increased. Some forty years ago they built their Bracebridge plant, where the "Muskoka" hemlock, which is so well-known to the trade, is tanned. This plant, like all their tanneries, has been remodelled and modernized from time to time and is to-day amongst the largest in the country.

In the year 1893, Mr. Geo. L. Beardmore passed away, and the business was carried on by his four

Mr. A. O. Beardmore

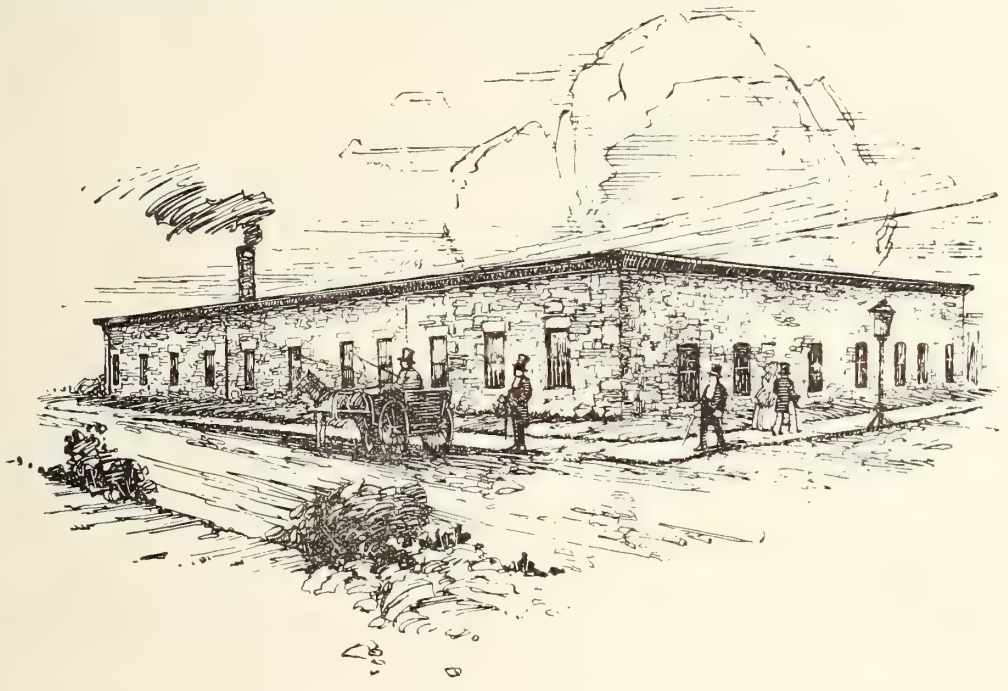


Mr. Geo. W. Beardmore

Mr. F. N. Beardmore

sons, the late Mr. W. D. Beardmore, and the present partners in the company, Messrs. G. W. Beardmore, A. O. Beardmore and F. N. Beardmore. Mr. W. D. Beardmore entered the business at the early age of 16 years, and worked his way up until, in the year 1870, he was admitted into partnership, while still quite a young man. In May of the year 1915 he died, and Mr. Geo. W. Beardmore then became the senior partner in the firm.

The Beardmore interests now include—in addition to the parent concern, Beardmore & Co.,—three subsidiaries, the Acton Tanning Co., Ltd., the Muskoka Leather Co., Ltd., and the Beardmore Belting Co., Limited. The plant operating under the firm name of Beardmore & Co at Acton, Ont., is devoted exclusively to the production of oak sole leather; the Muskoka tannery at Bracebridge, as mentioned before, manufactures "Muskoka" hemlock sole leather exclusively, while in the plant of the Acton Tanning Co. harness and belting leathers are tanned, in addition to chrome sole, upper, case, bag, strap, sandal and other light leathers. The Beardmore Belting Company in Toronto, manufactures belts from the product supplied by the Acton Tanning Co., while cut-soles, taps, lifts, and counters are also turned out in special departments operated in Toronto for factory and finders' trade.



The original Beardmore tannery at Hamilton, Ont., built by the late Mr. Geo. L. Beardmore. This plant, which was the first stone tannery in Canada, still stands though no longer used for tanning purposes.

Some idea of the main tanneries at Acton may be gathered when it is stated that they have a combined floor space of nearly a million square feet, and, with the company's farm, and their employees' houses, cover an area of over 500 acres. The capacity of these tanneries is over one million sides of leather per year, and, on the average, 500 men are regularly employed.

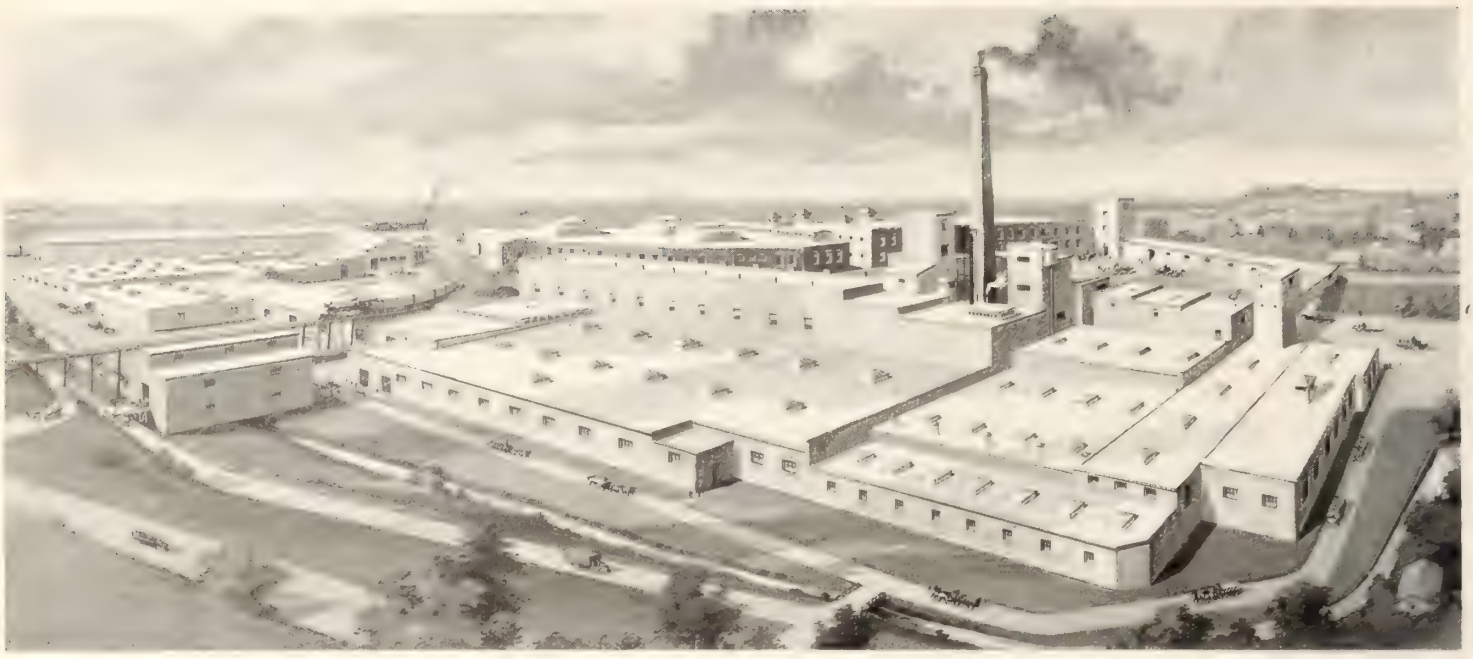
The company has been making every possible provision for the welfare of their employees. In many trades the work-people have been hard hit by the high cost of living, despite increases in their wages, but Beardmore & Co. have taken steps to reduce their employees' living expenses as far as possible. One of their schemes has been to build homes for their men, which are let to them at a nominal rental, ranging from $6 to $8 per month. Sixty houses are rented out in this way at the present time. Also, at the petition of their men, they have recently opened a store in Acton, known as the Tannery Co-operative store, where provisions of all kinds are sold more cheaply than they can be bought elsewhere. The store is run on a basis of only paying expenses, and none but tannery workers are supplied with goods.

Another very pleasing feature is the splendid club recreation facilities which the company have provided for their employees. A club has been established, of which, for a nominal fee any employee may become a member. The priviliges of membership include the use of tennis courts, quoiting grounds and bowling greens (some of the finest in Canada), and a very fine club room where social functions are often enjoyed. They have also just completed a large skating rink 85 ft. x 190 ft. with seats on the sides accommodating 400 spectators, also a commodious and well-equipped building containing dressing and waiting rooms for both ladies and gentlemen. This rink is on the firm's property and is open not only to the employees but also to the residents of Acton on payment of a small fee, sufficient to maintain the ice. These means of entertainment lend attractions to life in the small town which makes it compare very favorably with the city existence.

The town of Acton where the tanneries are located has a population of about 2,000, most of whom are the Beardmore employees and their families. Acton is about 35 miles from the city of Toronto, on the main line of the Grand Trunk Railway. The Toronto Suburban electric line also connects it with the city.

It is the sole leather tannery, operated by Beardmore & Co., which will be of most interest to the readers of Footwear in Canada, and we propose to take them for a trip through this plant via the printed page, and will make the visit as interesting and instructive as we know how.

In the hide storage warehouse, there is little to



Beardmore & Company's oak sole leather tannery, Acton, Ont.

notice except the hides, though, in passing, it is worthy of mention that closed bins are provided for foreign skins, and in these all hides received from India, China, South America, or elsewhere, must be placed as soon as they are received, nor is it allowable to remove them until they are inspected and passed by the Government inspector, when they must forthwith be prepared for the tanning process and placed in the vats. These precautions are taken in order to prevent the introduction of infectious diseases to which the cattle in these foreign countries are apt to be subject.

Passing to the beam-house, we find at one end temporary storage facilities for the hides brought in from the hidehouse. Here the hides are piled, tied up in bundles, just as they have been shipped in on the freight cars. A large percentage of the hides used by Beardmore & Co. come from South America, both in the dry state and wet salted. For the most part, however, packer hides are used, obtained from the Canadian and U. S. abattoirs.

The dry hides are soaked for about a week and are then put through the hide mills to restore them as nearly as possible to their original condition as they came off the back of the animal. The wet salted hides are soaked to clean them. After this has been done, each hide is slit down the back, making two sides.

The next step is to place the sides in the lime vats, for the purpose of loosening the hair. The liming process which occupies about five days, makes it possible to remove the hair without injuring the grain of the hide. The unhairing machine has a long cylinder with blunt corrugations, which revolves rapidly and actually pulls the hair right out, as it swings from top to bottom of the hide.

The Acton harness, strap, bag and belting leather tannery at Acton. Here also the upper and chrome sole leather are tanned.

The outside of the hide having been cleaned of hair, the flesh side must receive attention, and the hide is passed to a fleshing machine, which, by means of a revolving spiral knife, removes any flesh that may be adhering to the skin.

The finishing touches, however, must be given by hand, and a couple of men go over each side, trimming it, and removing any remaining hair or flesh.

Then the hides are selected. There are four classifications by which the selections are made: Good, rejects, pasters and glues. A "Good" hide is one that comes from a sound, healthy animal, and has been well taken off; a "Reject" is a hide that may have been branded or cut in some spot where it breaks into the best of the leather; a "Paster" is one that has the grain badly damaged due to a poor take-off, while a "Glue" is not a hide at all from the tanners' standpoint inasmuch as it is simply consigned to the refuse pile of trimmings which are shipped to the glue manufacturers.

These trimmings are not the only by-product from the hide. There is also the hair, which is carefully set aside and, after cleaning and drying, is shipped out to carpet works, felt manufacturers, and to builders' supply concerns for use as plasterers' hair. The operation of the machine used for drying the hair is worth watching. After the hair leaves the slushing tank in which it is washed, it is carried on a belt conveyor and deposited in a container, on one side of which there is a moving apron bristling with short steel pins, which pick up the hair in small quantities. The apron is continuous, like a wash-towel on a roller, and the hair is carried over to the other side—draining in the meantime—and is blown off by a fan upon a conveyor which carries it through an enclosed compartment, heated to a temperature of 140 degrees. When it reaches the other end of the compartment it comes out dry. It is then put into a baling machine and is made up into 200-lb. bales, or packed in sacks or paper bags. The white hair is kept separate, being about five times more valuable than the red.

After the sides have been selected, they go through the bating process. In this process they are hung in vats in which they are subjected to a chemical treatment, which thoroughly removes the lime.

Now all the preliminaries are through with, and we have the hides "in the nude," so to speak, ready to get into the liquor. Before they proceed to the tanyard, however, they are first put into the coloring wheels, where they are immersed in weak tanning solutions which give them their initial coloring.

This brings us to the last operation in the beamhouse, and the hides now pass on their way to the tanyards.

Beardmore & Company's entire production of sole leather at Acton is all oak-tanned, but as a preliminary to the oak tannage the sides are placed in bark liquors. They are treated in different "layers," the trade name for the different strengths and combinations of liquor. Four "layers" is the usual run in a bark yard. When the layer is being changed, the sides are lifted out of the vat, the old liquor is run off, and a new liquor is run in. Then the sides are replaced in the same vat. This is the method followed in the Beardmore tannery, but in some plants the hides are changed from vat to vat, each vat containing a stronger liquor.

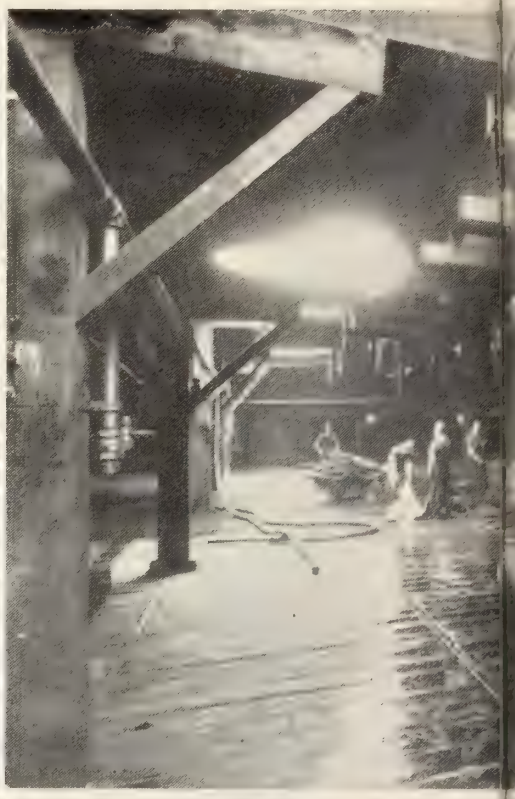
Aeroplane view of the Beardmore plant at Acton, including the oaksole leather tannery and the Acton harness strap, bag and belting tannery. The combined floor space of these tanneries is nearly a million square feet.

When the hides have been treated in the bark, during a period averaging about two months, they are transferred to the extract yards where they received the oak tannage, remaining in the liquors a somewhat longer time. When we speak of hemlock tannages and oak tannages, it may be well to mention, for the information of those who are not acquainted with the technicalities of the tanning business, that a hemlock tanning liquor is not pure hemlock solution, nor is an oak liquor made from pure oak extract. In the oak liquors, there is a certain percentage of other tanning materials sometimes added, besides other chemicals, varying according to the tanyard foreman's special preferences, just as one cook's recipe for a certain dish varies from another's. Similarly the length of time in the different layers is varied — but these are the secrets of the trade.

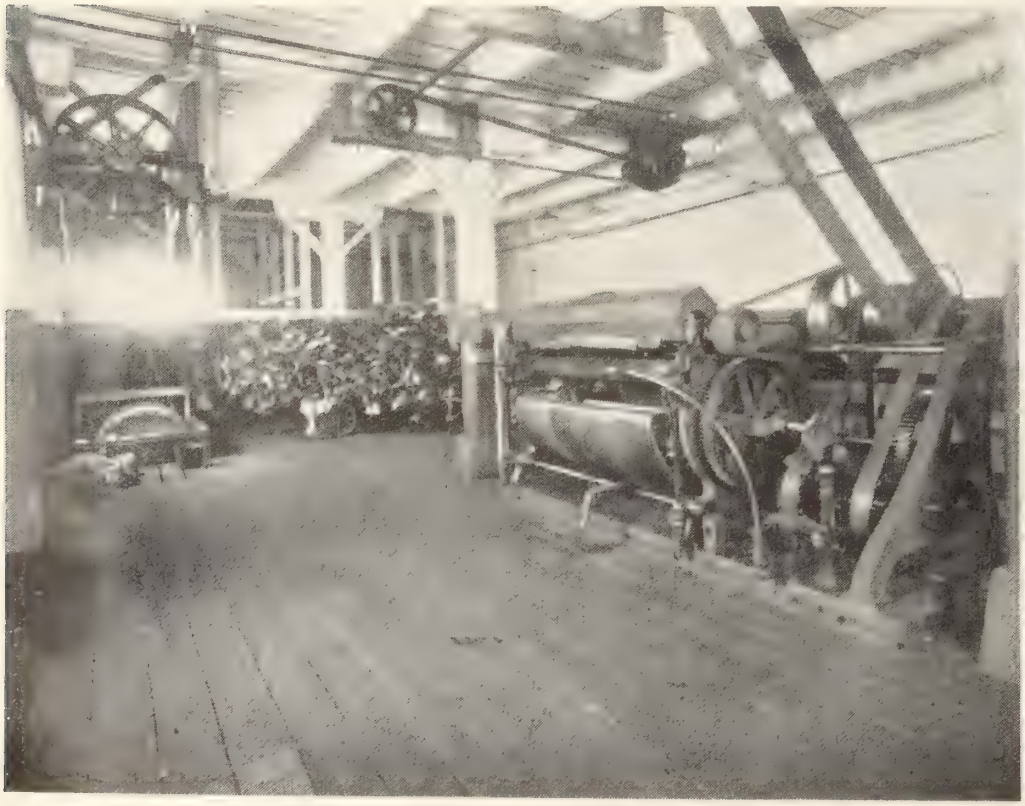
Coming out of the vats, the sides are put through wringing machines, and the excess moisture pressed

BEARDMORE AND COMPANY'S

Sole leather tannery beamhouse—Here the hides are first put through the limes in order to loosen the hair. Then they are unhaired (mechanically), fleshed, trimmed, and finally selected in four grades and tripe weighed, preparatory to passing to the tanyards. In the foreground are seen the lime vats.



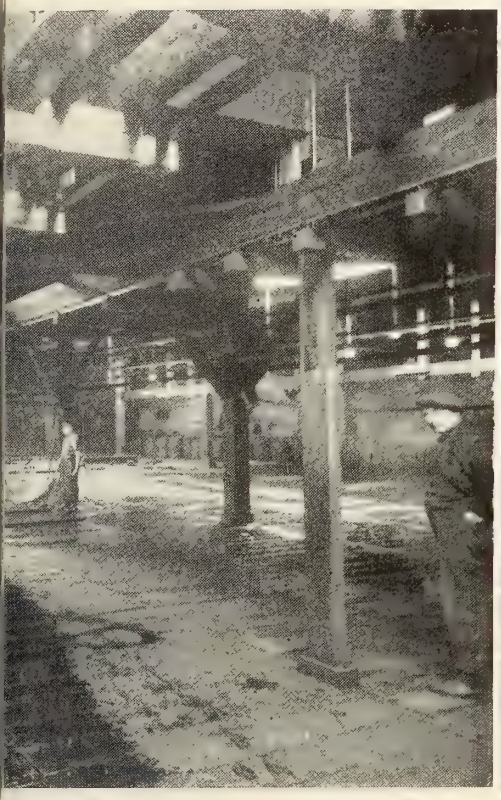
Sole leather yard and tanning vats—After re the hides are transferred to the tanning vats of about two months, and are then placed in the longer period. Several different "layers" are use



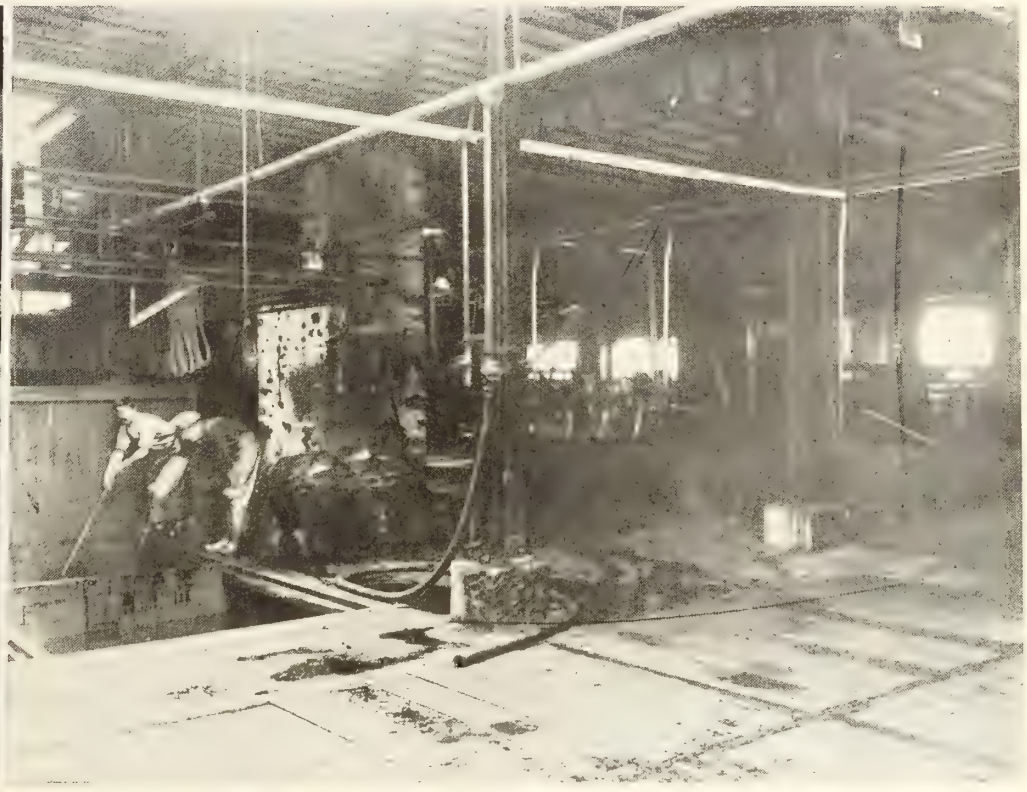
Sole leather setting machine—After the leather is removed from the bleaching tanks it is hung up in the dry loft and after a day or two is taken down and put through the setting machine which sets it out smooth. It then returns to the dry loft, where it remains several days longer.

(Upper) Sole leather extract drums—These ar are removed from the tanning vats. (Lower) Sol of the leather is the rolling process. This is d which are driven back and forth at high speed.

OAK SOLE LEATHER TANNERY

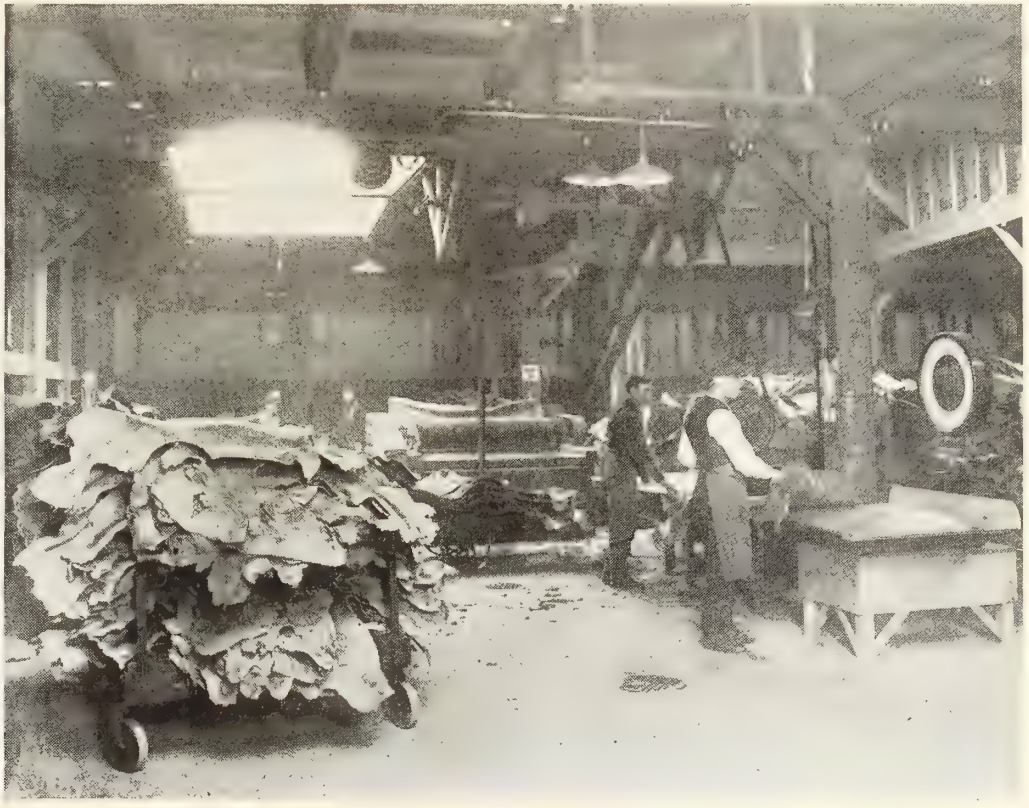


ng their initial coloring in the coloring wheels, are first given a bark treatment for a period extract vats, where they remain for a somewhat the process.



Sole leather bleaching room—When the hides are taken from the tanning liquors, they are first wrung out and put through the extract and oil drums, and then, as the final step in their vat treatment, are passed to the bleaching room, where they are immersed in bleaching solutions. The picture shows how the men remove the hides from the vats by means of poles with iron hooks on the end.

e drums in which the hides are placed after they ather rollers—The final stage in the manufacture by brass rollers, attached to great rocker arms



Sole leather finishing and shipping room—Here we see the sides of leather ready to be sent out to the shipping warehouse. It is first weighed and stamped and brushed. The scales are shown on the right of the picture and the brushing machine in the centre.

VIEW SHOWING SOLE LEATHER (STORAGE AND SORTING) WAREHOUSES, ACTON.
TANNERIES IN THE DISTANCE.

out of them between rollers. They look like leather then, but have not the life and pliability we find in the finished product. This is partly supplied in the oil-drums where the sides next are placed.

After they have been thoroughly oiled, they are brought to the dry lofts where they remain until they are well dried out. The length of time required averages about a week, varying with the weather. In dry weather, the leather will dry much more quickly, than when the atmosphere is damp and heavy.

The Beardmore dry-loft has a capacity of about 30,000 sides, there being two decks—an upper and a lower. The sides are suspended on wooden frames by means of sticks. Warm air is distributed throughout the building by means of a powerful electric fan and ducts underneath the floor.

After it has been hung up for about a day, the leather is taken down again and is put through a spreading out machine. This machine has rollers with deep spiral corrugations diverging from the centre, and as the leather passes under these it is rolled and spread out toward the edges. Then it again goes to the drying loft, where it is left for several days longer.

The next department to which it passes is the rolling room. Strange as it may seem, the first thing that is done to the leather after it comes to the rolling room from the dry loft is to dampen it again, after which it is placed in warm compartments for several hours. This process, which is known as "sammying," has the effect of making the leather more flexible and amenable to rolling. When it is taken from the warm compartments, still slightly moist, it is first rough-rolled, and once more it returns to the dry loft. After a day or two, it is sent back to the rolling department and receives its final rolling. The rolling is done by brass rollers attached to big rocker arms which are suspended from the roof and are driven to and fro very rapidly like great pendulums. There are a number of these rolling machines, each attended by one operator, who handles the leather beneath the roller. The tables upon which the leather is placed have movable sections, which the operator can raise by stepping upon a lever, thus pressing the leather tightly against the roller as it passes over. This ironing and rolling smoothes the leather out and gives it the smooth high finish, so pleasant to the touch, which characterizes the best quality product.

This strenuous operation completes the manufacturing process and the sides of leather are then stamped and weighed, and just before being shipped out, they are put through a brushing machine which brightens them up and cleans off any dust or dirt that may have been gathered.

Then the leather is sent to the warehouse, where it is placed in the different selections, and kept in stock ready to ship out on receipt of orders from manufacturer or jobber.

Thus we have come to the end of the story of the tanning of "Acton" oak sole leather. The plant in which this leather is turned out has a floor space of 280,000 square feet and a capacity of 6,000 sides a week. The average number of employees is about 200.

As mentioned earlier in this article, belting and harness leather is also tanned at Acton, in a separate plant, and by a separate company, the Acton Tanning Co., owned and operated by Beardmore & Co. The process of tanning heavy leathers is very similar, but it will be of interest to mention one or two points wherein the manufacture of belting and harness leather differs from the manufacture of sole leather.

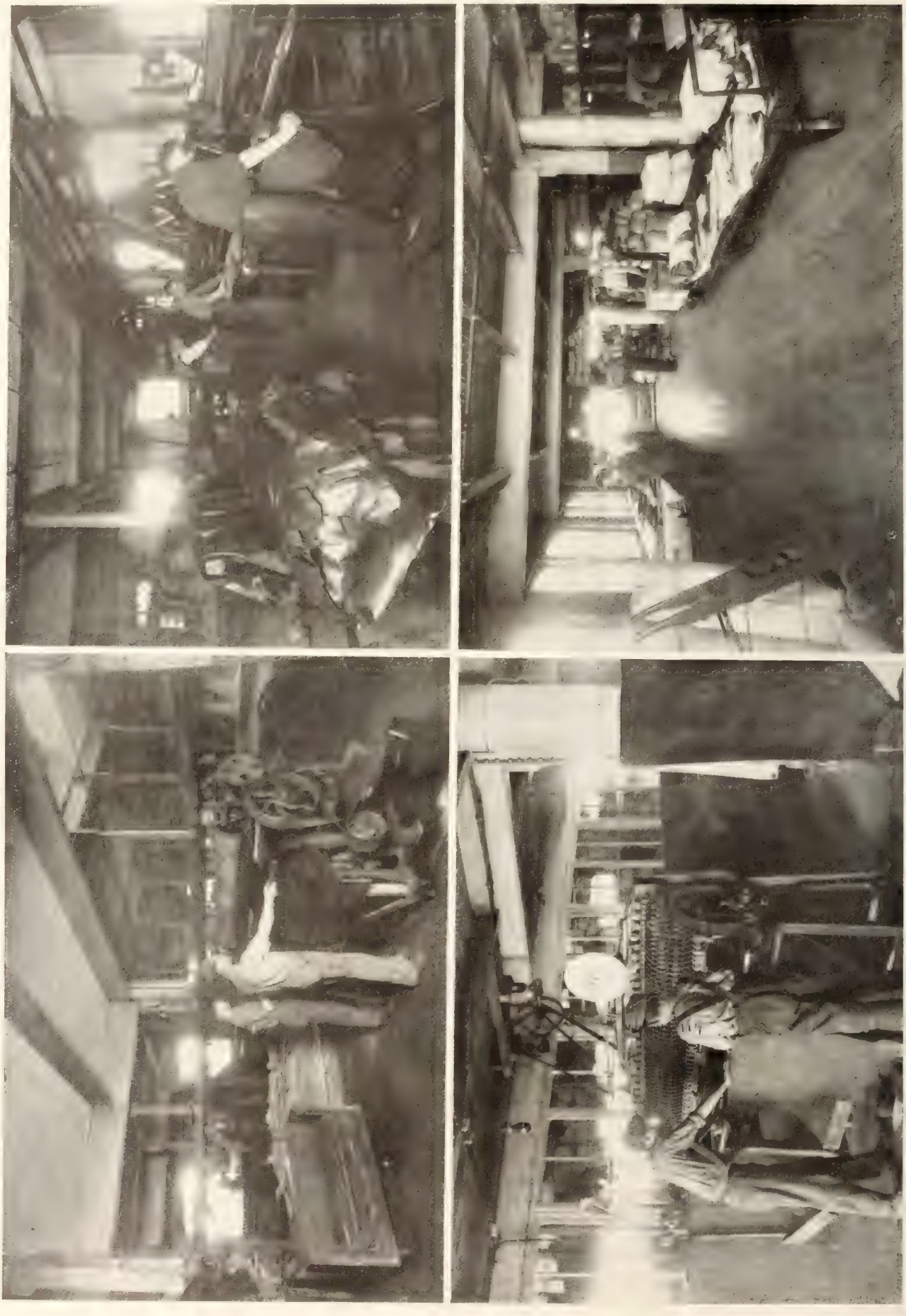
In the first place, it may be pointed out that only the very best part of hide can be used for belting leather. The head, the bellies and the shoulder are cut off, leaving a piece of leather approximately square, known as a belting butt, which is cut into widths for the various sizes of belting—ten, fifteen, eighteen, and right up to as wide as fifty inches. Practically the whole hide, however, provided it is sound, can be used for harness leather.

After the leather has been tanned and dried, it is stuffed, that is filled with grease in large revolving drums. This is done with the same object in view as the oiling of the sole leather—that is, to give it life and flexibility—but the material used is of a heavier consistency.

The belting leather, after tanning and stuffing, is stretched upon a rack, so that it will not stretch on

The Acton Tanning Company's Plant

(Upper) The harness and belting beam house. (Middle) The chrome tanning paddles, where the chrome sole and light leathers are tanned. (Lower) Light leather shaving and splitting machines.



The Acton Tanning Company's plant: Upper left—light leather seasoning machine; upper right—light leather stakers and glazers: lower left—leather measuring machine: lower right—light leather shipping department

the pulleys when in use. The amount of stretch varies according to the weight of the leather, the average being about an inch to the foot.

It will also be interesting to take a look into the light leather department. Here upper leathers, sandal bellies, lace leathers, etc., are turned out.

The preparation of the hide is much the same as in the case of the sole leather; it is unhaired, fleshed, trimmed and bated, after which it is ready for the tanning process. For the upper leathers a chrome tannage is used, the hides being placed in vats, in which both the liquor and the hides are kept moving all the

Major A. O. Torrance Beardmore

time by revolving paddle wheels. This hastens the process and in a matter of three or four weeks the leather is ready to remove.

One of the most interesting machines in the light leather department is the splitting machine, which splits the leather so as to make it light enough for use in shoe uppers. The skin is passed between rollers, and is brought in contact with the edge of a rapidly moving belt knife, which shears evenly through the skin. This machine is accurate to the last degree, and can be set to take off a shaving as thin as paper, if that were necessary. The grain side of the leather is of course used for the upper, while the splits are used for cheap working gloves, mitts and so on. The splitting of the skin is done before it is tanned.

After the leather comes from the tanning vats, it goes to the light leather drum department where it is fat liquored, and colored or bleached. The bleaching is done when a light colored product is desired.

After the coloring the light leathers are dried by stretching out and tacking on frames which are placed in a dry loft. When they are well dried out they are taken to the currying department where they are set out and jacked or rolled and finished.

The principal colors in which the upper leathers are produced are black, mahogany and nut brown. They are also obtainable in a very wide variety of other shades. It is surprising the fine appearance and soft velvety finish which is obtained in a high-class side leather. In the best quality, the grain is so fine and the feel of it so pleasing as to make it difficult to distinguish it from calf.

The sandal bellies are bark tanned, and then shaved on the splitting machine. The remainder of the process is similar to that used with the upper leathers.

Chrome-tanned sole leather is also produced in the Acton plant. This is used, for the most part, for the soles of shoes which get extra hard wear and require a water-proof sole. It is lighter weighing than the bark-tanned, but very hard-wearing. The appearance and feel of it, however, are not nearly so pleasing as the oak-tanned product.

There are a few interesting departments in the Beardmore tanneries, outside of these in which the manufacture of leather is actually carried out. There is the leech house where the tanning liquors are prepared. Here in great tanks the acids are steamed out of the hemlock bark, which is first ground to a powder in the bark mill. The liquor produced is drained off to storage tanks, while the spent bark is removed, dried and used as fuel. For the oak liquor this is not necessary, as it is shipped in from the south in a liquid extract form. It comes in tank cars which discharge it into a pipe line connected with the storage tanks. Quebracho extract, which is also a component of some of the liquors, comes in the form of a solid gummy substance.

Another department worth visiting is the company's power plant where they develop their own electric current for power and lighting purposes. There is a battery of 6 boilers, and a 500 h.p. steam engine, connected to an electric generator. Most of their machines are run by electricity though there are some run from shafting driven direct from the steam engine.

In an organization of the size of the Beardmore tanneries, it is necessary to be ready to cope with any emergency of a mechanical nature and to have the equipment for dealing with minor constructional re-

Lieut. Gordon T. Beardmore

pairs of every kind. With this in view the company has established an up-to-date carpenter and machine shop, fitted with planers, saws, steam hammers, drills, and a great variety of other equipment. They also have their hardware stores, where, figuratively speaking, one can get anything from a needle to an anchor.

In conclusion, it may be said that only by a visit to the Beardmore plant, can one get a full idea of the extent of the organization, the range of equipment, and expenditure of time, labor and capital, that are required in producing "Acton" Oak and the other

brands of Beardmore leather on the scale that the needs of, and conditions in, the shoe and leather industry require. The illustrations reproduced with this article, together with the foregoing remarks, may serve, however, to give the reader some impression of one of the greatest industrial plants of its kind in the British Empire.

Tanners' Section, Toronto Board of Trade

THE Tanners' Section of the local Board of Trade has elected officers for 1921 as follows. Chairman, A. O. T. Beardmore; first vice-chairman, K. D. Marlatt; second vice-chairmaan, C. W. Conway; secretary-treasurer, F. G. Morley.

Executive Committee: A. O. Beardmore, J. C. Breithaupt, G. B. Clarke, Hon. E. J. Davis, W. J. Heaven, H. B. Johnston, Theo. King, C. G. Marlatt, W. G. Parsons, Chas. Robson, C. O. Shaw, John Sinclair, G. W. Tobey, S. R. Wickett.

Legislation Committee: R. M. Beal, A. O. Beardmore, L. J. Breithaupt, G. B. Clarke, N. D. Clarke, Hon. E. J. Davis, W. J. Heaven, H. B. Johnston, C. G. Marlatt, W. G. Parsons, Chas. Robson, C. W. Tobey, S. R. Wickett.

Transportation Committee: F. C. Beal, S. P. Beal, A. O. Beardmore, L. O. Breithaupt, H. L. Daville, W. J. Heaven, Theo. King, Jas. McMillan, John Sinclair, S. R. Wickett.

Obituary

Wm. J. Guinane, whose name was well-known in shoe retail circles in Toronto, passed away recently at the age of 63 years. The late Mr. Guinane was born in Toronto sixty-three years ago, and was for some years associated with his brother John, in a shoe business on King St., which was founded by his father, the late Wm. Guinane. This store was recently closed, and Mr. John Guinane now operates a store on Yonge St.

Dyes for the Leather Trade

Messrs. L. B. Holliday & Co., Limited, Montreal, makers of aniline dyes, with works in Huddersfield, England, have completed the issue of their leather shade card. This shows the product of the firm dyed on bark tanned and chrome leathers. We understand from the Montreal management that these colours are in every respect equal to the pre-war German products, and that stocks are being maintained in Montreal for immediate despatch to the trade at prices which compare very favorably with those of other firms. The Canadian branch have now completed their laboratory arrangements and are open to undertake all kinds of work in connection with leather dyeing.

Toronto Branch, A-H-M Hold Entertainment

A very enjoyable house party was given by the staff of the Ames, Holden, McCready System, Toronto branch, on Wednesday evening, January 5th, about fifty couples being present. The early part of the evening was given over to progressive euchre and favors were awarded to the following: Lady's first prize, Miss Call; gentlemen's first prize, Mr. McCoy; lady's consolation prize, Mrs. McGee; gentlemen's consolation prize, Mr. Colman. A very pleasant feature of the evening was a presentation to Mr. and Mrs. McGee, Mr. McGee being a member of the staff who recently joined the ranks of the married folks. Mr. Pearson, manager of the Toronto branch, made a few remarks congratulating Mr McGee on his good fortune and good judgment in his selection and asked him to accept as a good-will gift from the staff of the Ontario branch a cut glass berry bowl. Mr. McGee made a brief reply thanking them on behalf of Mrs. McGee and himself. Following this, dancing was the next in order on the program for the balance of the evening. During an intermission in the dancing a splendid buffet luncheon was served. The party broke up with all joining in an old fashioned Paul Jones, and three hearty cheers were given for the committee who had given them such a pleasant evening. Miss Call, Mr. Pearson, Miss Armstrong, Miss Miller, Mr. McCullom and Mr. Keiner were very busy seeing that one and all had a good time and plenty to eat.

Footwear Men Rule Kitchener

Kitchener is essentially a footwear city. Anyone who has doubted this need only run over the list of municipal officers selected by the citizens to manage their business for the coming year. Mr. Chas. Greb, Greb Shoe Company, is the choice of the electors by a good majority for mayor. Mr. Louis O. Breithaupt, The Breithaupt Leather Co., Ltd., for the second time heads the polls among the aldermanic candidates, and among his confreres on the council are Messrs. A. A. Armbrust, Lady Belle Shoe Company; Jerome Lang, Lang Tanning Company; Fred. Ahrens, Ahrens Shoe Company; A. Klugman, Greb Shoe Company; J. Holtze, Canadian Consolidated Felt Co.; W. E. Wing, Kaufman Rubber Company, and J. Hessenaur, a retired shoe merchant.

Bennett, Ltd., Open Kitchener Office

Bennett, Limited, the well known manufacturers of counters, of Chambly Canton and Montreal, have opened a branch office and warehouse at 108 Ahrens Street West, Kitchener, under the management of Mr. A. T. Campbell. The building is a new one and of substantial construction, and enables the company to carry large stocks for the convenience of shoe manufacturers in Ontario. The branch will in fact be the headquarters of the Ontario division of the firm.

An Attractive Calendar

An artistic calendar for 1921, done in aluminum, with a white enamelled face, engraved with a two-color reproduction of the firm's trade-mark, and carrying a large date-pad with a separate sheet for every day in the year, is the particularly acceptable office present we received at Christmas from The Citadel Leather Company, Limited, of Montreal and Quebec.

Good Business in Hamilton

"The general report on the retail shoe business in Hamilton," states Mr. Arthur L. Wilson, of the Robert Wilson Shoe Store, Hamilton, Ont., "is that it is far in excess of last year for Christmas week. Our Christmas week is at least 35 per cent. ahead of last year and we now feel that the month of December will show a substantial increase over last December."

What Representative Shoe Merchants Throughout Canada Have to Say Regarding

Price Reductions, Comparative Turnover and Buying Prospects

Answers to Questionnaire Indicate an Average Decrease in Retail Shoe Prices of About 20% — In Some Cases Cut Has Been as High as 50% — Turnover During Last Half 1920 Higher Than Same Period 1919—General Feeling Favors Buying Cautiously

IN certain sections of the shoe trade, and indeed among business men generally, impressions have gotten abroad regarding existing conditions in the retail shoe trade which, as far as we can learn, are not altogether justified by the facts of the situation. One impression is that retailers have not reduced their prices sufficiently, and as a result are damning up the industry, and the other is that the public have been on a buying strike during the past six months. In order to get at the actual state of affairs, "Footwear," within the last few days has been gathering information from representative shoe retailers throughout the Dominion. A questionaire was sent out and the five following questions asked:

1. What is the average percentage of reduction in your prices as compared with the peak of Spring, 1920?

2. On what lines has the greatest reduction been made (if the decrease has not been spread equally over all lines)?

3. How does your turnover during the last six months of 1920 compare with the same period in 1919?

4. Have you got your stock reduced to the point where you think you can safely begin buying again?

5. When do you figure on starting to buy for spring, if you have not already started?

Some 50 odd replies have already been received, the gist of which is indicated in the accompanying tabulation. Reference to this table will show that the reductions in retail shoe prices run from 10 up to 50 per cent. A rough average indicates that the general reduction has been around 20 per cent., and this would seem to be a fair cut, and about as close as conditions warrant. The variations in the decrease in wholesale prices cover a wide range, all the way from 10 to over 30 per cent., and retailers should not be expected to exceed this percentage, though some of them have done so, contrary, we believe, to the dictates of sound business policy. In many cases, however, they have been forced to this exigency by sales of cancelled stock which have been carried on in their vicinity at prices away below actual values. Many merchants state that they are simply taking their inventory at present market values —the old stock is marked down to the figure at which new stock can be profitably sold—and this is undoubtedly the proper course.

Now as to the buying strike by the public: It is a remarkable fact that of the replies received about half state that their turn-over during the last six months of 1920 was larger than during the same period in 1919. Several state that it is about equal, while the balance, not over 40 per cent., indicate that it is smaller. Taking all the figures together, a general increase is indicated. All the replies do not give percentages, but from those that do, and those that indicate their turnover is about equal, we strike an average percentage of increase of about 9 per cent. This surely does not indicate a buying strike on the part of the public? In some centres trade has undoubtedly been slower during the past six months, but there has been nothing in the nature of a cessation of demand on the part of the consumer. What the consumer has demanded, and has secured, is lower prices, and his demand having been satisfied, he has been buying where he could get the best bargains.

The trouble without a doubt has been due to too heavy stocks. On the rising market, the majority of retailers bought heavily, far more heavily than they ought to have done, and were not prepared for the reaction, with the result that many, during the past summer, had stocks more than double what they normally should have had. There are some still who say they have sufficient stock to last them another season, but they are not in the majority. Others have fortunately been able to practically clean their shelves. It is safe to say, however, that all will buy cautiously. It looks as if small, frequent orders will be the rule for some time to come. From the middle of January forwar manufacturers will probably find business gradually improving, and our feeling is that April or May will find the retail demand fairly active and steady.

Retail Comment on the Situation.

Many of our readers have timely comments to make on the situation, which will be of interest to their fellow-retailers, and also to the manufacturers, as indicating the retail viewpoint. Some of the letters even indicate a little "soreness." A pithy and somewhat cutting communication from an Eastern Quebec retailer follows:

"Never made a report to any magazine before, for two reasons. First, being situated in the country, we are not in a position to get the real business outlook in general. And, secondly, you read so much of the same little bunch of grand stand actors that you don't like to mingle in as you are not supposed to be heard if you did tell your humble opinion. But, as you seem very much interested in making reports honestly will answer

Summary of Answers to Questionnaire

These are the Statements of Representative Retailers Throughout Canada — Names Omitted but Locations Show Wide Range of Territory Covered

Location of Retailer	Average Percent. Reduction in prices, compared with peak Spring 1920	Lines on which greatest reduction made	Turnover last 6 mths. 1920 Compared same period 1919	Is stock low enough to start buying again	Buying for Spring
ONTARIO					
Chatham	15% since April	Men's and Women's fine shoes.	Considerably greater. Had steady increase.	No.	Have made 50 to 60% normal purchase
Niagara Falls	25%	All around 25%	Increase $1,000 to $2,000 for year.		
Aylmer	20%	Fine Shoes	Ahead	Yes.	Have bought some — price guaranteed.
Welland	About 15%	Higher-prices lines men's and women's.	Considerable increase	No.	Will be largely "sizing up." Start about Jan. 15 21.
Cobourg	About 10% on low and medium. Base on replacement values.	High-priced goods.	About 25% decrease	Not yet.	About March
Kingston	About 15%	Ladies evening shoes and high priced boots principally spool heel lines.	Excluding Dec: practically the same—due to a big discount sale in Aug.	Have to buy staple lines.	Have bought about all fine shoes I intend to.
London	About 10%	Men's and Women's Goodyear welts.	Small increase.	Not very largely.	Have bought about 60% normal. Little more till Spring Season.
Ingersoll	20%. More on heavily stocked lines.	Lines of which we have heavy stocks.	About the same.	Yes—but we buy only as we want goods.	When Spring is at hand and we want goods
Ottawa	20%.		Doing about 10% less than last year	Stock fairly heavy yet	Have bought all we intend for the present.
Peterboro	20% in fine goods. 15% in staples.	Fine quality such as high grade kid and calf.	Favorably.	Have been placing considerable Spring business.	
Windsor	25%.	Ladies.	175%.	No.	Sorting only
Preston	About 25% on men's and women's. 18% boys and child's.	Men's and Women's high grade.	About 35% better.	Have placed fair amount of orders for spring in cheaper grades. Have plenty of better lines bought right. Won't buy again before May. Bought cancelled lines at bargains.	
London	15%.	All lines Men's and Women's.	Held our own up till Dec. Year's business several thousand ahead.	Not yet.	Feb. 1/21
Fort William	15 to 50%.		Much greater.	Yes. Lowest for years. Will start buying shortly.	
Grimsby	Bought very little at peak. So present prices are about same as a year ago. Did not advance with market		Not so large.	I bought my requirements for Spring in November to be dated Apr. 1. These are already in stock.	
Stratford	About 10% on ladies and		Sold more in 1920 than	No.	About Mar. 1
Clinton	and men's fine shoes. Prices as low and in some cases lower than replacement values. Top grades priced on market of Oct. 1919.		in 1919. A trifle smaller.	Our requirements for Spring have been placed with care, and we have no fear.	
Bowmanville	Middle-priced lines, about 10%. Higher-priced 12 to 15%.	Louis-heel lines.	Sales about 12% ahead.	Stock still too big.	Placed modest orders on guaranteed prices.
Collingwood	About 25%.	On high grade shoes. About 33%.	About 80%.	On safe basis.	Already bought some fine goods. Staples in Mar.
Brockville	Staples 15 to 20%. Fine, 25 to 30%		About the same but profits wiped out.	Purpose buying only as required. Still have fairly well assorted stock. Buying for Spring light.	
St. Catharines	About 20 to 25% on men's and women's high grade lines.		Slightly less.	Enough stock to last another season. May be a year.	Buying nothing and don't intend to.
Cornwall	Only prices in advance of $10.00 have been reduced.		50% increase.	Yes.	Will buy about February.
Toronto	15 to 20%. Taking stock at replacement values.	Women's.	Gross sales ahead for year. Behind for last six mos.	No.	When we need the sizes.
Toronto	Reduced to cost on the average. Some lines below.		Smaller	Will buy gradually from now on.	
Toronto	Based on replacement values.	Men's and Women's	Perhaps 10% less.	Hardly yet. Have already done some buying but will do little if any more.	
Hamilton	About 20%		Ahead every month from Sept. to New Year.	Stock in good shape.	Going out in January and February to place orders for Spring.

Regarding Retail Shoe Prices and Turnover

Replies Indicate Average Decrease in Retail Shoe Prices of About 20 per cent.—See Accompanying Article for More Complete Details and Analyses

Location of Retailer.	Average Percent. Reduction in prices, compared with peak Spring 1920	Lines on which greatest reduction made.	Turnover last 6 mths. 1920 compared same period 1919	Is stock low enough to start buying again	Buying for Spring.
WESTERN CANADA					
Minnedosa, Man.	15 to 20%.	Staple and working boots.	About 10% less.	Have finished buying all our spring goods. Bought light and only in lines in which we are low.	
Edam, Sask.	10 to 20% mark-down on selling price.	Higher priced lines over $10. Reduced leathers in stock 30% during recent sale.	About 40% less.	Yes. Would begin buying if could procure prices that would allow selling at reasonable mark-up. Not otherwise	
Winnipeg	All prices based on replacement.	Calfskins.	Increase of a little over 20%. Business normal.	Have placed freely for spring and believe it good business. About 2/3 normal placing.	
Winnipeg	20 to 33-1/3%.	Higher-priced lines.		Yes. Moderately.	Have bought for spring already. Further purchases depend on trade conditions.
Winnipeg	15% general reduction.		10% better.	Yes—Lower than usual.	Jan. 1.
Winnipeg	Average about 10%. Some lines much more.	Women's high grade boots and French heels.	About 7% increase.	Not exactly.	Have already bought for Spring.
Winnipeg	20%.	General.	60% higher.	Always buying. Not overloaded.	Continue to buy for Spring such lines as are distinctive.
Vancouver	35 to 50% on all lines, staples suffering least.				
Vancouver	30 to 50% on old stock and new fall goods.				
Vancouver	25% General.				
Vancouver	Averaging price of old stock and newly-bought stock. Discontinued lines cut lower.				
QUEBEC					
Ste. Agathe des Monts, Que.	15 to 25%.	Men's and Women's fine goods.	About the same.	Not quite.	Will buy for Spring in Feb. or March.
Valleyfield	10%.	All lines.	30% better.	Yes.	Have placed orders as usual
Three Rivers	18%. Lowered 10% when Luxury Tax started.	Men's andWomen's leather footwear.	Favorably considering lower prices.	Not quite.	Am waiting for settling of market and developments in Feb.
Magog, Que.	About 20%.	High-priced goods.	Not in business in 1919.	Have ordered all requirements for Spring with prices guaranteed on date of delivery	
Lennoxville	About 15%.	On heavy staples.	Considerably less.	Yes—except children's lines.	Have bought men's and boys staples for Mar. delivery, but less than usual
Quebec City	33-1/3% over all lines.		About the same.	We will buy very cautiously.	
Montreal	20 to 33-1/3%. 50% in some instances.		20% less—due largely to lower prices.	Has done a little buying for Spring and expects to start buying the balance of immediate requirements in January.	
Montreal	10 to 15%.	General.	10% less.	No	Start buying for Spring in February.
Montreal	About 25%.	On higher grade lines.	Up to December an increase each month unless August.	No.	Spring placing for a few lines specialities in October. No staples bought
Montreal	About 20% on all lines men's and women's		Last half 1920 10% higher than first half.	No.	Will buy some specialities for Spring in middle of January
Montreal	25% on more expensive lines. 10 to 15% on medium and low grades		Slightly less.	No.	Hopes to start buying for Spring about end of February.
MARITIMES					
Halifax	Fully 25%.	Principally on men's—25 to 30%.	Much smaller on high-priced goods. Equal on lower grades.	Only a little sorting. We expect stock will suffice us till next fall.	
Charlottetown	About 15% on cheap lines. Up to 30% on best lines.	On most expensive lines.	About the same.	No. Though I am out of a number of lines and sizes, prefer to wait till stock is down about 50%. Have white goods ordered, but will buy no more till Spring.	

your questions with a few remarks, which I hope won't be out of order.

"The manufacturers, who, as a whole, have made good while the war was raging, taking each and every chance that presented itself to make the most money possible even at the cost of their good local trade, are the ones who are cursing the retailers to-day, stating that they are holding back everything. Some of those ought to close up their works for ever. During the war you couldn't talk to them at all and a mighty poor service they gave you. They had opened up a market somewhere else and didn't care for their local trade anymore. To a few I said that they may be glad some day to come back to their sound local trade and might have better dispositions towards them, but it might be too late. It is not the good customer that argues, but he's the one that remembers.

"And these are the people that blame the retailer, declaring that he's the curse that is killing the job. Stocks in my surroundings are normal in the general point of view. The merchants at the very time the reaction appeared, played safe, reduced their prices reasonably and began to advertise some, putting more pep in everything, and so on. So it turned out that business has been very good this fall. I don't think that there is one merchant in this town that is not a lot ahead of last year in his amount of sales. The following sales' figures show how my business for 1920 compares with 1919:

Cash Retail Sales.

	1919	1920
January	$3,664.23	$4,492.16
February	2,904.01	3,997.50
March	4,032.97	5,795.58
April	5,337.97	6,651.33
May	6,204.71	8,695.09
June	5,840.24	7,668.51
July	4,425.68	7,376.28
August	5,595.21	7,607.98
September	6,169.65	7,225.00
October	6,014.82	8,355.35
November	5,481.48	8,349.20
	$55,670.97	$76,220.18

"For my part, I kept a well-sorted stock and I bought in October everything I am supposed to need for the next spring season and feel safe about it. Business people made more money in four years than they would have made in twenty years in normal times, so if they only meet expenses in a couple years to come they will still be eighteen years ahead of time. What is the use being panic-stricken for nothing. Be game.

"It is pretty difficult to give the average percentage of decrease since some lines haven't been reduced at all, such as felts and rubbers and a good many other lines, but will say this, that the last six months have been the best of any since I have been in business."

* * *

Mail Order Houses Have Pulled Down Standard of Prices.

Another illuminating letter comes from Saskatchewan:

"The clearing sales put on by the mail order houses, in which they have been selling at dollars less than cost, have apparently established a standard in the minds of the public in the country, which they expect us to meet. A number of my customers have told me that they have purchased at these sales their estimated leather footwear requirements for next season — for themselves and family.

"Unless I can purchase at a price which will enable me to sell at a figure that will meet the demand of the public for drastic reductions, I will close out my shoe department, temporarily, (normal stock $3,000 to $3,500) and spread out some other department to fill the shelves.

"It is useless for the jobbers and trade magazines to tell us that prices will be fairly stable for spring—for I am convinced that if such is the case, the country public will not buy."

* * *

Looks For Good Spring Business.

Another from Quebec:

"While the reduction I have made on men's high grade shoes is only ten per cent., yet we are selling other lines below what they would be sold for, if bought at to-day's prices.

"Being only a small dealer in the rural district, I am a long way from an authority on the shoe business outlook, but I do think that the public are waiting to see just how far the decline is going before they give up their 'buying strike.'

"Personally I look for good business for Spring, 1921, in this section, if the indications are that prices are likely to hold for say six months."

* * *

And this one, too:

"In my opinion it is not good policy to reduce the prices too low, as the people are thinking that the prices of boots are going to be lower yet, and that keeps them from buying now. This is the impression of all my customers. If every shoe merchant would make a reduction of 15 to 25 per cent. only, it would be much better and in that way we could still make a little profit."

* * *

From Prince Edward Island:

"Except for staple lines, I think the time has arrived when shoe dealers will have to buy lines as they need them, instead of ordering so much ahead for Spring and Fall, it being impossible to keep pace with the styles otherwise."

* * *

What an Ontario merchant says:

"I believe the shoe trade are beginning to realize that small stocks permit larger turnover, by keeping sizes sorted better and styles nearer correct.

"I think the jobbers and manufacturers are prepared for this and the most successful business will be run on these lines, rather than gambling on the market, buying ahead in large quantities and taking goods in, paying for insurance and for space, which is daily getting more valuable, and then finding when the season has come to dispose of the goods, that some novelty has come and is taking the place of what you have bought. This will tend to smaller stocks and larger profits. Good stock systems, too, will help."

* * *

Another prominent Ontario retailer:

"For the last five months we have been pushing business very hard, making special offerings. We have brought our stock reducing campaign to a climax this month and have made six propositions of half price on the lines offered for one day only. This consisted of a day for each of the following departments — hosiery, rubbers, spats, juvenile footwear, women's shoes, men's shoes. In each case it included any article in the store.

The result is that our stock is lower to-day than it has been for years past and we are in the market for shoes that show reductions sufficient to induce the public to buy. Don't publish my name for fear it may cause a stampede, but am satisfied that the firms making the better grade of shoes will have to show still greater reductions before the values offered will appeal in any measure to the public. The firms offering medium and cheap lines are offering shoes that can be sold to the public at a profit to-day."

* * *

This also from Ontario:

"I have based my price at present on what I think I can do business on at the Spring prices I have had quoted me. I have a few lines I am selling at cost, and in two lines of women's high-cut shoes, I am selling at less than cost and they are not moving very readily at that.

"I am not buying a shoe that I have to get more than $9.00 for. Small town trade does not demand a shoe at a higher price, in quantity enough to make it pay to handle the higher priced goods."

* * *

A Wholesaler's Comment

We also have the following from a Western wholesale house, Harley Henry, Ltd., of Saskatoon:

"We do not believe there is a retail store in Western Canada to-day, nor for the last six months, that has been getting an exorbitant price for its merchandise, and furthermore, in the greater majority of cases, we are of the opinion that he has been selling his merchandise considerably below replacement values.

"There isn't any doubt but that during the last year, the retailer has come in for more or less of unjust criticism. We are sure that there has not been a high profit made, and while many have probably done very well, the rank and file of the retail stores are not growing fabulously wealthy."

* * *

Vancouver Shows Considerable Decrease in Shoe Prices and Considerable Increase in Turn-over.

The situation in Vancouver with regard to shoe prices and turnover during last six months of 1920 is indicated by the following report of a canvass of a number of the representative shoe houses:

David Spencer, Ltd., have made a reduction of from 35 to 50 per cent. on all lines, the staple lines suffering the least reduction.

Edward Stark has reduced his prices on both his old stock and new fall goods from 30 to 50 per cent.

The Ingledew Shoe Co. have made a general reduction of 25 per cent. and are of the opinion that this percentage can be reduced in the near future.

The Cluff Shoe Co., Ltd., are making a cut only on the lines to be discontinued. The prices on their staple lines are being averaged; that is, the price of the present stock and the price of the newly bought stock is being averaged. Mr. Cluff says that he will continue to do this when prices ascend again.

To summarize the present situation, a general reduction of approximately 30 to 35 per cent. is being made here and even the jobbers are opening retail stores or putting their stock in on consignment to get out from under.

Our Vancouver correspondent reports further that the turnover for the last six months of 1920 compares very favorably with the turnover during the corresponding months of 1919, showing an increase of from fifteen to thirty-five per cent., the medium and low-priced stores showing the greatest increase. This percentage is obtained not by mere opinion alone but by the comparison by the merchants of last year's and this year's books.

Their stocks are, or will be shortly, reduced to a "safe and normal level," with the exception of a few of the high-priced stores who are now conducting "slaughter" sales in an endeavor to get rid of their higher priced lines.

It is rather difficult to get an opinion from the retailers as to when and how they will start to buy, but they all seem to be pretty well out of their staple lines and are, at present, confining their buying to bargain job-lots.

* * *

The Situation in Montreal.

The following information relating to Montreal retailers indicates that a general reduction has been made in prices. Information from other sources confirms the statement that the reductions have been widespread. Naturally the greatest reductions have been and are being made on the higher grade shoes, no doubt, in some instances, with a view of clearing out lines for which there is a comparatively small demand. A glance at the ordinary daily newspapers indicates that many of the stores have made great efforts to curtail their stocks and that the reductions have been pretty substantial.

Louis Adelstein, 215 St. Lawrence Boulevard, Montreal, has made a reduction from 20 to 33 1/3 per cent., depending upon the lines and when they were bought, also upon the style, and in certain instances a reduction of 50 per cent. has been made.

On high-priced shoes, the sales tax forced a considerable reduction, customers refusing to buy goods on which there was a tax payable. Considerable reductions have been made on staple and medium-priced merchandise, of which there was and still exists a considerable surplus on the market, this being due to competition. In a number of cases, goods were sold lower than was realy justifiable.

In the opinion of Mr. Adelstein, if merchants will compare their prices this season with those of the fall of 1919, they will find that the change in prices themselves will account for the decrease in volume. Under ordinary circumstances these reductions would have had the effect, and Mr. Adelstein believes they will have the effect in the future, of stimulating buying and increasing the per capita of pairs, which would bring the volume up. However, this season and under existing conditions this result could not be expected. The turnover as measured by volume has been about 20 per cent. less, which was largely due to the downward trend of prices. Mr. Adelstein has bought a little continuously since the early part of the fall—only sorting up to keep the stock alive and not starve the business. Mr. Adelstein also states that he has done a little buying for spring on some lines and at prices which were considered quite safe. He expects to start buying the balance of the immediate requirements for spring in January.

C. R. La Salle, of F. X. LaSalle & Fils, Rachel Street, Montreal, states that the average reduction has been from 10 to 15 per cent., and that in this instance the decrease has been spread equally over all the lines handled by the firm. The turnover during the last six months is about ten per cent. lower, while the stock has not been reduced to a point where buying can be

safely commenced. Mr. LaSalle will start buying for spring in February.

Albert LaSalle, 1803 Notre Dame St. W., Montreal, has reduced his prices about 25 per cent., this reduction being on the higher grade lines. Up to the end of December 1, 1920, there was an increase in turnover each month, with the exception of August. He is of opinion that the time has not arrived when he can safely begin to buy again. His spring placing was made during October on a few lines of specialties, but no staples were purchased.

J. T. Lemire, 230 St. Catherine St. E., Montreal, has made a reduction of about 20 per cent. on all lines of men's and women's goods which he only carries in stock. His turnover represents an increase of about ten per cent. during the last six months of 1920, as compared with the first six months of the same year. His stock, he states, will have to be reduced before he commences to buy again. He expects, however, to start buying some specialties in the middle of January for spring business.

Another Montreal retailer states that on the more expensive lines the reduction has been 25 per cent. and on the medium and low grade merchandise a reduction was made from 10 to 15 per cent. His turnover is only a small amount less than in the same period in 1919. In his view his stock is not yet at a point where he can safely begin buying again. He hopes to start buying for the spring about the end of February.

John Smithers, 4213 St. Catherine Street W., Montreal, states that the average reduction in his prices as compared with the peak of spring 1920 is about 20 per cent., and that the greatest reduction has been made on the high-priced goods. His turnover during the last six months of 1920 was about 7 per cent. less than in the same period of 1919. He has not reduced his stock to the point where he can safely begin buying again. He further states that he has already placed his orders for spring.

Mr. Smithers adds that he did not cancel any orders for fall goods. He points out that the retailer who took this course was at a disadvantage as compared with the retailer who cancelled, the latter being able to re-buy similar goods at a reduction of 25 per cent., with the dating May 1, 1921. In Mr. Smithers' opinion the manufacturer and jobber cannot expect orders from the retailer, far in advance of the season, there being no advantage in ordering very early.

Montreal Firm Holds Annual Dinner

FOLLOWING a business conference, the staff of the Industrial Export Co. of Canada, Limited, held their annual dinner at the Ritz Carlton Hotel, Montreal, on December 29th. Mr. G. G. Hodges presided over a representative gathering of the staff and guests.

The speeches were characterized by the spirit of optimism—of expansion, and of faith in the possibilities and resources of Canada. While there is for the present, industrial depression, the speakers all expressed the view that it would be of comparatively short duration. It was in this belief that the company had set a much higher mark of business to be aimed for in 1921.

After the toast of the King and the President of the United States had been honoured, Mr. S. M. Hastings, of Chicago, a director of the company, commented on the general commercial outlook. He spoke very enthusiastically of the possibilities of Canada, of the part she had played in the war, and of the high status she had obtained among the nations of the world. Mr. Hastings also made a few remarks upon salesmanship, stating that the present was the time when the genius of business in relation to sales was having a severe test. When a salesman sold goods to a customer and when that customer welcomed him on his next call, they might be certain that the goods had been sold right. He regarded the present commercial position as unavoidable, as it has been brought about by artificial conditions, and the banks had to bring the commercial world to earth by adopting means which would terminate the period of inflation.

Mr. G. G. Hughes briefly sketched the history of the company and intimated that it would in future be known as Hall & Hodges, Limited. He stated that the company had made very rapid development, and within eighteen months had established agencies in many parts of the world and had also sold goods to many countries. He also took credit in this connection for opening up Canadian trade in certain directions, and expressed the belief that a considerably larger export trade could be done if Canadian manufacturers would only seize the opportunities which

An interesting Sport's Model shown by Selby Shoe Co.

are available. The Association were not middlemen in the ordinary sense,—they were a selling organization, which paved the way for Canadian goods outside the Dominion. Naturally, they have had their difficulties, but the executive had been admirably supported by the firms for whom they were agents, including several shoe manufacturers of Canada and England. Mr. Hodges was very optimistic as to the future of the Association. Mr. R. R. Hall, of New York, was one of the founders of the Association, and Mr. Hodges stated that much of the success was due to his co-operation. In the name of the company, he presented a silver headed cane to Mr. Hall.

Mr. Hall briefly returned thanks, and said that the success of the company was really due to Mr. Hodges, who had overcome many difficulties and dealt with the position in a very admirable way.

The toast of the visitors was coupled with the names of Messrs. C. A. Hale, J. E. Warrington, (of the J. Ritchie Company, Quebec), and H. B. Henwood. The first named briefly replied.

During the evening, music was furnished by a jazz band and at the close of the dinner, a musical programme was given.

OUR NEW YEAR'S MAIL

Some Interesting Comments on 1921 Prospects

What should the trade strive for in 1921? What are the prospects for the coming year? These are questions with which the thoughts of every live member of the footwear industry are engaged at the present time, as Time turns over a new leaf in his book of the years, and places the old one under the seal of the irrevocable past. New Year is a time for mental stock-taking; we look back over the year that is gone and think of our achievements and our failures—perhaps more of the latter—and we look forward and plan for the coming year which is ours to make or mar. Prospect, even though the sky be dark, is generally more cheering, more stimulating and more profitable than retrospect. There are some things we ought to remember, a few we like to remember, and a great deal we would like to forget. The wise man learns his lessons, but does not brood over them. He looks ahead, plans ahead and goes ahead, and lets the dead past bury its dead.

The year 1920 has not been a bright and rosy one for the shoe industry, and 1921 may not be all clear sailing, but there is nothing to be gained by pessimism, and the more cheerfully we face the future, the more cheering we are likely to find it. Here are some opinions from prominent members of the industry, as to what the trade must look forward to, and strive for, in 1921:

Kenworthy Bros. of Canada

An order once placed should be looked upon by all parties as a contract which cannot be voided without the mutual consent of all parties concerned. In accepting orders for future delivery, it is our policy to guarantee production against declines in price and as soon as raw materials come to a point where prices can be reduced, our trade will receive the benefit of such a reduction, irrespective of the quantity and materials they have on order with us at higher prices. We feel that through such a policy the trade will become more confident and will not hesitate to place orders in anticipation of their requirements and as soon as this result is obtained, better business will be had generally. 1921 is bound to be a year of conservative buying, in our opinion, but we feel that the trade generally speaking will go through the period and will be much better business men in the future, than they have been in the past.

* * *

A. A. Cote & Son

Buyers have only bought from hand to mouth since last spring and are still doing so. People could afford to go barefoot last summer, but they cannot do so, by this time. The consequence ought to be that stocks should be lower, and buyers will have to buy in the spring. Now they might want again to buy from hand to mouth, in the anticipation of lower prices. We believe, however, that that fright of a further drop in the prices of shoes is without sound basis. The tanners and leather merchants have done all they could in that respect so far, and prices of labour and findings remain pretty near the same, so that the buyers cannot expect a very big drop in prices of shoes, should there be any in the spring.

* * *

Peter Doig

It is difficult to think of something that would be pleasant as the conditions at the present time demand only one thing, and that is, untiring effort. My suggestion would be that you start in the New Year with this motto—"Work You Beggar Work."

* * *

Dupont & Frere.

We do not believe that shoes will be very much cheaper next year than they are to-day, while we will advise the traders to buy only for their requirements, it is no time to try to speculate on shoes, and as there will be quite a lot of cheap shoes on the market it will be better to be safe as there is no fear of increase. On account of so many unemployed men during the winter and as we think that several trades will be very quiet for the coming six months the retailers should buy only what they require.

* * *

The Spirit that Industry Needs

Preston, Ont.

Editor, Footwear in Canada:

At 4.30 to-day at a mass meeting of some 200 employees of this Company, Mr. G. P. Hurlbut, President, and Clayton E. Hurlbut were each presented with a handsome reading lamp after the address had been read by the Chairman of the Advisory Council, a body elected by the workers having large powers co-operating with the Management.

In the interest of good relations between management and labor, we thought you would be glad to know something of what we have accomplished here during the past two years.

Yours truly,

(Signed) Clayton E. Hurlbut.

* * *

Address Presented to Messrs. C. E. and G. P. Hurlbut, by the Employees of the Hurlbut Co. Ltd.

We the assembled workers of the Hurlbut Co. desire to express our thanks for the manner in which our factory has been operated on full time for the last year.

We realize that this has entailed a great deal of selling energy, a large amount of worry and in some cases real financial loss.

Having seen other factories, particularly shoe factories, having to close down or run on short hours, the fact that every worker here has had an opportunity to work practically full time is something we are grateful for.

We also wish to thank the management for the

cordial and fair manner with which they have always treated their workers.

Therefore all the workers, including the office staff, department heads, and everyone, even some ex-workers, as a token of their appreciation and esteem, ask you to accept these table lamps, and while we know not what next year may hold forth, we all join in wishing you a very Merry Christmas.

J. Cardy,
Chairman Advisory Committee.

* * *

The Relation of Wages to Shoe Prices — A Reader's Criticism

Toronto, Dec. 16th, 1920.

Editor Footwear in Canada,
Dear Sir:—

In your issue for the current month you have an editorial on page 73 under heading ("Hides a Small Factor in the Cost of Shoes."). Surely this article was intended for a joke—most particularly that part which says: At least three-quarters of the cost of a pair of shoes is for the labor. It would be as well we think before such a statement as this is made that you should be sure you are right. As we understand it, the cost of the labor in a pair of shoes as proved by the Board of Commerce is $1.26. Surely this is a long way from three-quarters the cost of a pair of $10.00 shoes.

Yours truly,
Russell's.

[We are very pleased to have Mr. Russell's letter but regret that the figures we stated are no joke. Our correspondent has quoted **part** of a sentence and omitted the qualifying and explanatory phrases which bring out the idea we intended to convey. He quotes us as saying: "At least three-quarters of the cost of a pair of shoes is for the labor," a statement which, as it stands, may appear incorrect. What we actually said was: "At least three-quarters of the cost of a pair of shoes, **from the raw materials to the customer's foot,** is for labor, **in the general sense.**" That conveys quite a different meaning. We had in mind all the cost of all the work that has to be done, from the take-off of the hide and the manufacture of the raw cotton into drilling, right down to the fitting of the shoe and its delivery to the customer.—Ed.]

Well Known Toronto Firm Opens Second Shoe Store

IT is quite an unusual procedure for a retailer in any line to operate two stores on the same street. The shoe firm of Chisholm's, Toronto, are not sticklers for precedent, however and they have just recently opened a second store almost opposite their original establishment. They are located on Dundas St. in the West end of the city and have been catering to a fairly high class clientele in their older store, which is very attractive both as to the exterior and the interior. Just across the street, about half a dozen doors east, are their new premises in which after considerable remodelling, they have now started business.

The newly-opened store has a recessed front with windows of the show-case type. The lobby is both wide and deep, and there are two entrance doors, between which there is an isolated display section, in which children's goods and hosiery will be shown.

A feature of the establishment is the signs across the top of the windows and the doors, which are in white on a blue ground. Right in front on either side is the motto, "Good Shoes at Low Prices," which is the slogan of the store, and over the lobby elevation of each window the firm's trade-mark is shown; "The Big C Boot Shop," in a diamond and scroll design. Then over the entrance, they have the mottoes, "Always Value Here," "We Sell Good Shoes," "Good Honest Value."

This new establishment is designed to cater to a cheaper class trade than the original store, and the interior is therefore arranged with the primary object in view of providing the readiest service, though at the same time attractiveness of appearance has not been neglected. The feature is a number of cases all of which have table tops, for the display of goods and for serving, and underneath there is space for holding cartons. Some of them have racks upon which are hung various lines of shoes, in one-price lots, with tags attached. There are four groups of fitting chairs arranged along the walls, with five chairs in each.

Messrs. M. and J. L. Chisholm are the partners in the firm, and, since they have been in the retail shoe business, have built up a wide clientele. Their new store carries medium and staple grade goods, which will not conflict with the trade in the older one, and for the purposes of management it is very advantageous to have the two establishments located so closely together. Mr. W. P. Williams has charge of the new store.

Edward Stark Shoe Co. Announces Cut in Shoe Prices

Mr. Edward Stark, of the Edward Stark Shoe Company, Ltd., Vancouver, B. C., says: "The better grades of footwear for men and women will soon be selling at a price that will place them within the means of the average buyer. The public during the last five years demanded the best, whether it were shoes, clothing or other wearing apparel. The result was that the demand for the better qualities so far exceeded the supply that prices were inflated beyond reason. Finally prices reached such a height that this class of merchandise was placed beyond the means of the average consumer.

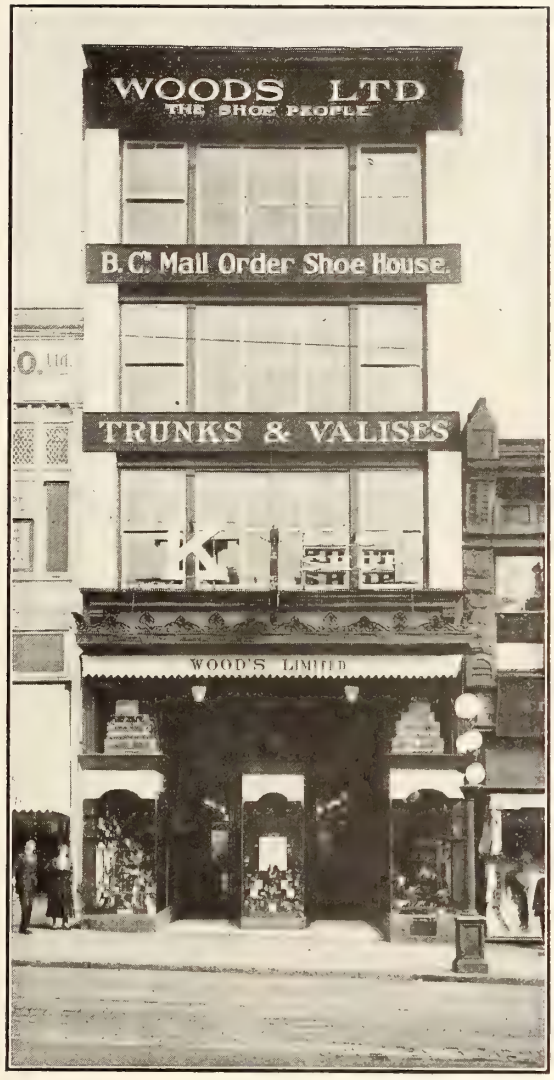
"The result was that merchants who dealt in only the higher grades of merchandise were placed under a serious handicap.

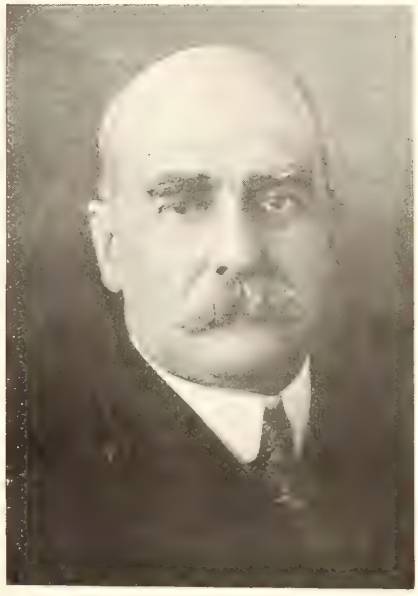
"Certainly, no one can be more pleased than these merchants at the present downward trend of prices. It means that the lower prices will enable this class of merchants to re-establish their connection with the great mass of the buying public.

"Personally, I think that prices will reach a normal level within the next year. In fact, I am backing that belief by placing my entire stock on sale at the new low-level prices.

"In spite of the loss that I shall incur by this sharp decline in prices, no one can be more pleased than myself. Because the life-blood of a successful merchant is 'volume'—one must be able to sell good merchandise at a price within the means of the average man or woman."

According to Bradstreet 84 per cent. of all firms that fail are non-advertisers.





Mr. Wm. Wood, President, Wood's, Limited, Vancouver.

Above is shown a cut of the modest premises in which he first started business in **1912** for himself, and on the left one of the attractive stores which he now operates.

The "K" Boot Shop, Vancouver

One of the City's Modern and Up-to-the-Minute Establishments—Remarkable Growth in Nine Years

Mr. William Wood, prominent shoeman, and head of the firm of Wood's Ltd., Vancouver, formerly conducted a business in Winnipeg from 1893 to 1899. When he moved from there to Vancouver he first became connected with Edward Stark and then H. D. Rae. In February 1912, he decided to start in business for himself, opening half of his present premises at 160 Cordova Street W., and eventually occupying the entire building. Three years later he successfully launched another store known as the "K Boot Shop" at 301 Hastings Street West, and despite his aim to do a compact, steady shoe trade, found that his business had grown to such healthy proportions that it was deemed advisable to form a joint stock company. A. J. Barter and James Harley, the managers of the two stores, with Mr. Wood, constitute the firm.

A large custom and repair business is enjoyed by the firm although they do not specialize in this class of work. Through the medium of a very attractive mail order catalogue, a large amount of business is done throughout the province.

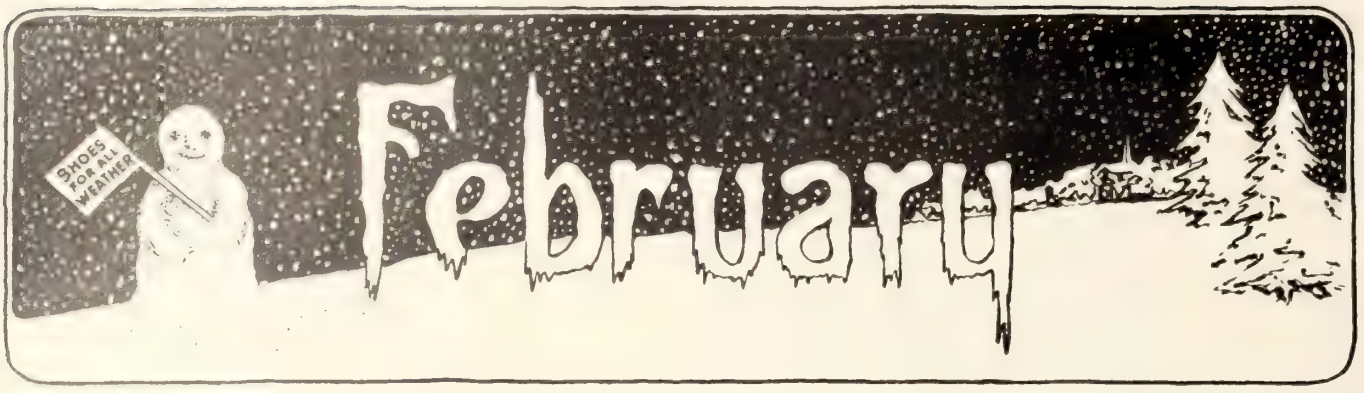
The Situation

This story, as told by a salesman "on" his chief, a big doll manufacturer, is going the rounds in New York. A customer of long and good standing wired in to the firm: "Cancel all outstanding orders immediately," whereupon the manufacturer wired back: "Can't cancel immediately. You will have to wait your turn."

Returned Men Open Repair Shop

A. Mawby and P. Spencer have recently purchased the boot and shoe repairing business of E. Ford of 1095 Yonge Street, Toronto. Both Mr. Mawby and Mr. Spencer served with the Imperial Machine Gun Corps during the war, and Mr. Mawby was a prisoner in Germany for nine months.

Mr. E. Ford is now situated at 215 Ossington Avenue, in the boot and shoes repair business.



Shoeman's Merchandising Calendar

Hints on Window Displays and Selling Ideas for the Month of February—Timeliness is one of the Secrets of Getting Results—Watch for this Calendar Every Month—It Will Keep You Posted Several Weeks Ahead of Time.

When the Ground Hog Sallies Forth

February, being in the midst of the season, is somewhat of a featureless month from the standpoint of the shoe merchant. Still it does not altogether lack opportunity for timely and interesting window displays. The first point that may be recalled is that Feb. 2 is Ground Hog Day. A great many people are unable to recollect such dates as these, and yet they are quite interested in the myth about the ground hog coming out to look for his shadow. The shoe retailer might have a couple of cards ready for the occasion, one to suit the bright day and the other to suit the gloomy day. Here are a few suggestions: "Ah, Ha! The ground hog saw his shade to-day. Are you prepared for another six week's hard weather? A pair of arctics will protect you from cold and chills." "While the ground hog sleeps, don't get cold feet. Wear timely, comfortable footwear." "Cheer up! The ground hog says winter will soon be over. A pair of these rubbers will save your shoes in the meantime."

St. Valentine's Day

St. Valentine's Day comes on Feb. 14, when cupids, hearts and arrows are in order in your window display, and an opportunity is offered for a very attractive and interesting trim, which might be used for three or four days leading up to St. Valentine's day with appropriate window cards. Dancing and party slippers should be shown in this display, and indeed, it is well to make a feature of these on several occasions during the month of February, as, from the middle of the month forward, the social season is at its height. The shoe merchant who does a high-class trade will do well to remember that, under the existing conditions, his most effective appeal can probably be made to the "Society" Miss.

Sell Warm Footwear for Cold Feet

It is wise to co-operate with the elements in your window displays. February is generally a rather cold month—some would say that was putting it mildly—and if a man is suffering from cold feet, he may be receptive to the suggestion that he ought to supply himself with a pair of heavy, warm, comfortable shoes. Spats and arctics may also be featured to advantage, making a point of the comfort and warmth they give the wearer.

As a final suggestion for February, we might say, keep your sidewalks clean and navigable, if the municipality does not do it for you. Don't have a mess of snow broth in front of your store, through which a customer will have to wade up to her ankles, and don't have a sheet of ice on which she may unexpectedly sit down. Use a snow shovel, and salt, ashes, sawdust, or what you please, but have it so that the customer can reach your store with the least inconvenience possible.

Yale Shoe Store Taken Over by Mr. H. W. Stark

Mr. H. W. Stark, who formerly operated a shoe retail business in Winnipeg, has recently taken over the Yale Shoe Store in Vancouver from Trick, Thorne & Neelands. He intends doing a medium and low-priced business in men's, women's and children's shoes, and anticipates an excellent season. Trade at the Yale store has increased considerably even in the short time since it has come into Mr. Stark's hands.

Mr. H. W. Stark

Review of the Hide Market During 1920

THE year 1920 has been a disastrous one in the history of the hide business. There has been a rapid, and almost uninterrupted, decline in prices, while the business transacted has been negligible. It was when the Canadian embargo upon hides was enforced in July, 1919, that Canadian dealers first began to see indications of the coming depression, and from that time forward the trade declined, though it was not until the present year that effect upon prices became so marked.

Packer hides a year ago were worth 45 to 47 cents a pound, while to-day the quotations are 12 to 13 cents, and these are merely nominal, as there are not sufficient sales being made to establish a market price. This decline has been spread over the twelve months, but it may be said that there were three levels or buying periods—in the spring the quotations were 40 to 44 cents, and in the early fall, 22 to 24 cents, while the present quotations of 12 to 13 cents mark the low point of the year. All through the summer very few sales were recorded and up until the Fall when a little business was done at the 22 to 24 cent level.

Chicago, of course, is the centre, and barometer, of the hide market, and latterly, with the exception of the week of Nov. 30—when one million hides were moved—very few transactions have been reported. This spurt around the beginning of December was merely an artificial stimulation of the trade, and when it died down left business as dead as ever. It is interesting to note, however, the prices at which this million hides were moved, as compared with pre-war quotations. The figures follow:

	Sales Price.	Pre-war Quotations.
Heavy native steers	21c	20c to 20½
Light native steers	20c	19c to 19½
Heavy native cows	18c	19c
Light native cows	15c	19½c
Heavy Texas steers	16c	19½c
Light Texas steers	14c	19c
Extreme light Texas steers	13c	18¾c
Colorado steers	14c	19c
Butt branded steers	15c	19c'to 19¼
Branded cows	13c	18½c to 18¾

This was a big clean-up sale, initiated by the packers, and most of the hides probably found their way to their own tanneries.

The next transactions of any importance took place in Christmas week, when a sale of 90,000 to 100,000 light packer cows (September to November take-off) were sold at 13c., and about 100,000 branded cows, an extreme Texas, at 12c., the prices indicating the present condition of the market.

The drop in the price of calfskin has been even more marked. To-day they are quoted at 12 to 14c. for veals, with very few sales being made. This represents a reduction of about 80 per cent. from December, 1919, when the average price was around 65 cents. Spring saw calfskins quoted at from 45 to 50 cents, and they have been falling off ever since.

Though prices are so very favorable from the buyers' viewpoint, the immediate outlook in the hide business is uncertain. Until activity in the shoe manufacturing industry is resumed and tanners are enabled to liquidate their present stocks, it is doubtful whether they will be in a position to buy heavily.

The Getty & Scott No. 3 factory at the corner of Colborne and North Water streets is rapidly getting into shape for occupation. The old buildings, too, have been thoroughly renovated and newly fitted up, and will provide quite a large additional space for manufacturing purposes. Here is one firm that is demonstrating its complete confidence in the speedy return of the shoe industry to a normal and sound condition, in a very practical way.

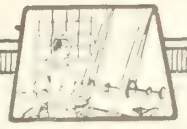
Ames-Holden-McCready, Limited, announce that their factories in Montreal which have been completely closed down since October, will be opened in the middle of January, and will recommence production on an active basis. Throughout 1921, it is stated, the firm's prices will be based on obtaining a net profit of 4 per cent. on the turnover.

The Shoe Superintendent's and Foremen's Association of Montreal are holding a smoker and concert on Friday night, January 14th, 1921. Judging from the attendance at the last smoker this should be a bumper meeting.

The Breithaupt Leather Co., Ltd., have gotten out a very attractive calendar for the year 1921. It is approximately sixteen inches square, and illustrates, in colors, a typical Canadian harvest scene in the Golden West.

Salesmanship in the Repair Shop

A Phase of the Repairing Business that Requires Closer Attention—Have You "Got the Goods"?—Then Your Success Depends on How You Sell Them



EVERY man in business to-day—whatever his line may be—must use salesmanship if he is to succeed. Some there are who still stick to Nineteenth Century methods and yet manage to stay in business, but they merely make a living. Next to our old friend, "Supply and Demand," salesmanship is the most powerful force, the most inescapable law, that operates throughout the whole industrial and commercial life of the world to-day, and the shoe repairer is subject to its operation, just as surely as is the retailer, the wholesaler, the manufacturer, the advertising man, and all the others who pay top-notch salaries to top-notch salesmen for marketing their products or their services.

Now granted that the repair man is a salesman, what has he to sell? Not merely sole leather, nor fibre soles, nor rubber heels, nor, if he takes the right viewpoint of his work, can he even be said to be selling repair jobs. What is he selling then? Well, what is it the customer wants? Longer life for his shoes is one thing. But, mind you, he wants that longer life without an ugly and clumsy old age. He wants his shoes kept new as long as possible. As a matter of fact, once a shoe loses its attractiveness, its life is over, in the estimation of a great many people, and it is no longer fit for anything but to be sold to the travelling representatives of the second-hand stores. This then is what a live up-to-the-minute repairer has to sell, "longer life for shoes, and preservation of their appearance." Of course, part of the responsibility rests with the customer, but one thing is certain that if Mademoiselle, the little stenographer who is so proud of her feet and ankles, gets her $16 oxfords clumsily repaired, it matters not to her that the new soles should wear like iron, she has not got what she expected nor what she paid her money for. There is a small percentage of people, we suppose, with whom wear is the first, last and only consideration, but with the large majority, appearance is at least equally important. This fact requires neither argument nor demonstration, for when we consider what an important factor "Style" is in the sale of shoes to-day, it becomes immediately self-evident.

Now that we have discovered what the repair man has to sell, we are in a position to discuss intelligently how best he can sell it. It may be pointed out right at the start that though his problem, on the surface, appears different from that of the retailer, it is fundamentally the same. The apparent difference lies in his first dealings with the customer. When a customer enters a shoe store, he may, or may not, have made up his mind to buy shoes, and if he has decided that he needs shoes, he's not very sure whether or not he's going to buy them in that particular store or not. The salesmen, in this case, has to, first, get his attention; second, arouse his interest in the goods; thirdly, awaken a desire for them in his mind, and, fourthly, influence his decision to buy them. That, as psychologists and writers on salesmanship tell us, is the actual and complete process of selling. The repair man, however, has not to bother with attention, interest, desire, and determination, once he is in touch with his customer, for, in nine hundred and ninety-nine cases out of a thousand, that has all taken place in his customer's mind before he enters the shop. The customer who visits a repair shop comes with the full intention of having his shoes repaired—unless it be in a case where he wants first to ask the repair man's advice as to whether they are worth the expense. The shoe repairer's problem, then, is to get people to come to his shop, and when they do come, to make permanent customers of them. That is the final object of salesmanship—to make customers—and it is the problem which retailer and repairer alike have to deal with.

"Making customers," then, is the question which we must consider, and the answer to it is indeed simple: First attract them to your store, and when you get them there, please them. In the last issue, we had some remarks to make on advertising for the repair man. Advertising—which is nothing more or less than printed salesmanship—is the most effective method of drawing new business. It reaches out and gets the atention of the fellow who would never hear of you otherwise, and when he enters your establishment, then, by personal salesmanship, you have the opportunity of winning him as a permanent customer. If you haven't got the service and the salesmanship to back up your advertising, then you had best not advertise, for you are wasting its results entirely and throwing away your money. But if you have "got the goods" and advertise wisely and well, then you have the combination that builds big business.

Handling a customer is a delicate proposition, let it be said. It is a science in the study of which a man may spend half his life before he becomes expert at it. It requires tact, patience, judgment and keen observation of human nature, but it's worth while cultivating, for he who masters it is on the road to success..

There are three fundamental principles in salesmanship, three main factors in the all-important problem of pleasing the customer. These are courtesy, knowledge and service.

Courtesy comes first, and is first; it is the very spirit of salesmanship. Customers to-day, expect, and demand, to be treated as welcome guests in the store or shop they patronize. They come to hand out good money, part of which goes to the proprietor as a profit, and feel that since their trade supplies his bread and butter, they are entitled to every consideration. And they are right, or, at any rate, the stores that operate on the principle that they are right, do the biggest business. The greatest selling organizations on this continent have been built up on this basis. "The customer is the boss," is the gospel of Twentieth Century Merchandising, and its adoption has been the cause of developing, for better or for worse, far larger

and more profitable business institutions that had previously been even dreamed of in the retail field.

It is very important then how you meet and greet your customer. However, you do it, show that you are really pleased to see him. Be cheerful about it. Give him a pleasant "Good morning," or "Good evening," as the case may be, and if you know his name address him by it. Don't use any of those old, stale, half-baked expressions, which have been handed down from generation to generation of retail salesmen from the beginning of the Nineteenth Century, or may be before it. "Something for you, Mister?" is one of them—probably the worst. No one with average common sense goes to a repair shop or a retail store unless he wants something, and a greeting of this

It's a Pity—

to throw away good shoe leather these days.

Having your shoes repaired is a real economy.

kind prompts a customer who is inclined to be sarcastic, to reply, "Oh, no! Thought this was a rest room, and just dropped in to have a smoke." However, it must be admitted that the repair man is not nearly so bad an offender in this respect as the clerk in the retail store. He generally shows more originality and individuality in greeting his customers. But there are many repairers who do not make an effort to fit the greeting to the individual. They have their own way of doing things and saying things and what goes alright with one customer should go with all, they think. There they make a mistake. Some customers are naturally talkative and sociable, and are quite willing to enter into a friendly conversation, but others are reserved and easily offended. So it is necessary to be careful and take no liberties. Undue familiarity is to be avoided on the one hand, and coldness on the other. A cheerful "Good morning! How can we serve you to-day, Mr. Blank?" can offend no one, that is, if you've got the name right.

One very important matter in which there is unjustifiable carelessness shown by many shoe repair men is "Personal appearance." The average customer judges you, on first meeting, by what you look like and what you talk like—afterwards, of course, he takes into serious consideration what you act like. But first impressions are very important, and how much pleasanter it is to deal with a man who is neat, clean and shaven, than one who has two days' growth of whiskers on his face and two weeks' accumulation of dirt on his apron. These things count with women especially, but many men, too, feel much the same about them. And they have their effect upon the repair man himself. The average man will have much more confidence in dealing with his customers, if he knows he is not under the disadvantage of receiving silent, but unfavorable, criticism on account of his untidy appearance.

Many men have climbed the ladder of success with surprising celerity largely on the strength of one faculty, that of remembering names. When you address a customer by name the second time he calls, you may be sure that it tickles his vanity. It makes him feel that he is regarded as an important customer, and that the repairer considers his business worth while having which certainly won't displease him. The repair man will, therefore, find it well worth while to cultivate this faculty, so that when a customer returns for his shoes, he can address him by name. It is a real courtesy and will prove a business builder.

Courtesy next demands that, when you are dealing with a customer, you should give him your entire attention. There is nothing more irritating than to feel that, while one is explaining his needs, the proprietor or salesman, is thinking of something else, or to have him interrupt you to attend to some other matter. Any repair man will understand that from his own experience in retail stores. Then apply that experience to your treatment of your own customers. Listen to his, or her, remarks as if they were spoken by an oracle. It will permit you to understand his needs better to correct his wrong notions, and will show him you are anxious to give him the best possible service. There are of course many people who make unreasonable demands and who talk a good deal of nonsense upon subjects about which they know little or nothing. There are those who will tell you that the price of hides is away down and that there's no reason in the world why shoe repair prices should not be reduced in proportion. Now don't tell a man who talks like this that he's "departing from the truth." There's nothing to be gained by that. Nor don't commence an argument with him. It's much better to take him gently and remove the ground from underneath his feet without upsetting him. If he says, "You fellows are all profiteers. Look at the price of hides now, away down at rock bottom. Shoe repair prices are all out of line."

A Stylish Repair Job

That's what we give you. We double the life of your shoe without spoiling the style.

Now, don't begin to answer him with a flat contradiction. That will merely irritate him and not convince him. Proceed rather like this: "Prices are high, no doubt, at least high in comparison to what they were before the war, and hides are down, that's true, too. But then we don't buy hides, we buy leather, and the reduction in the price of the best grade of leather is very small. If you want a cheaper job, with second or third grade leather used on your shoes, you can find shops that will give it to you. We don't do that class of business. Then you're not buying leather from us in any case, you're buying service—a first-class repair job that will double the life of your shoes, without injuring their appearance or comfort. And in that ser-

vice, leather is merely an item. There's the wages of expert labor, thread, findings, upkeep of machinery, rents, insurance, and many other items to be taken into consideration—all of which are higher, not lower, than they were some months ago. When there comes a drop in labor, rents and general expenses, we'll be in a position to lower our prices, and glad we'll be of it. In the meantime, we've got to make a living."

Be a Consulting Expert to the Customer

One of the most important services that the shoe repairer has to render the customer is in giving him sound advice. He should be a consulting expert on footwear and upon feet, and his advice should always be sincere. It is a whole lot better to tell a customer plainly that his shoes are not worth repairing than to repair them when it is clear the upper will not wear long enough for him to get value out of the job. Again, if the wearing points in the shoe indicate that it is not the proper shape for the customer's foot and that it will sooner or later create foot trouble for him, the repairer should tell him so, diplomatically. There are a few, of course, who do not want your advice, and there is no need to force it on them. The way to make customers, however, is to always consider their best interests, rather than the immediate return on one repair job.

Even as the repairer is careful in handling his customers, so he should be careful in handling their shoes. It is absolutely appalling to see the way in which some repairmen throw the shoes around. They seem in many cases to be treated as so much scrap,—tossed into a corner in a pile with all sorts and conditions of footwear. This is untidy, unsanitary and unbusinesslike, and is bound to offend any customer who has ordinary regard for his personal property, or who has an eye of neatness and cleanliness. Each shoe should be handled as carefully as if it were new and had just been removed from the carton.

It is when the customer returns for the repaired shoes that the repair man has his best opportunity for getting in some real salesmanship. Unless the customer is in an urgent hurry, show him the job, and how well it looks; point out how neatly it is finished and how the shape of the shoe has been preserved. But be brief—don't waste his time. There is no better time than right then to sell him a pair of laces, too. "A pair of extra laces would come in handy, wouldn't they? Shall I wrap them up in the parcel for you?" "And how about polish? That's something one generally forgets till the tin is empty or dried up?" "Here's a very good combination cleaner that you'll find will spruce up your shoes wonderfully, and will help to preserve the leather. Perhaps you would care to try it."

Finally, never disappoint your customers. If you say you will have a job finished at 5 o'clock Wednesday, have it finished and ready for them when they call. Never make promises you can't fulfill. Business is not built up on the basis of grabbing every job you can get, but on the basis of making every customer you can get.

On the evening of Thursday, Jan. 13th, the Toronto Shoe Repairers' Association will hold their first meeting of the New Year. This meeting is to be given over to entertainment and will be in the form of a ladies' night, the members being invited to bring their wives and lady friends. The feature of the evening will be a musical program provided by a Hawaiian orchestra, 15 in number, under the leadership of Mr. Ozart, of the Avenue Road Shoe Repair Shop, who is a member of the Association. Refreshments will also be provided.

Important business is on the slate for future meetings.

Election of Officers of Toronto Association

THE annual meeting of the Toronto Shoe Repairers' Association was held on the evening of December 9, when the election of officers took place. Mr. S. Burnett was re-elected president of the Association, and the following comprise the officers and executive: Vice-president, J. L. Weir; secretary, Jesse Merchant; treasurer, J. W. Hendry; executive committee—S. Rynder, Walter Burnill, W. Hughes, E. N. Dollery, S. Pemble, and Arthur Sapsford.

Most of these names will be very familiar to those who attend the meetings of the Toronto Shoe Repairers' Association, though some new blood has been introduced, including men who have quite recently become members of the association.

On the opposite page are shown the photographs of the officers of the Toronto Shoe Repairers' Association elected for 1921.

The re-elected president, Mr. Burnett, needs no introduction to any repairers' organization in the province of Ontario. He has played a large part in the affairs of the Toronto Association, and the confidence of his fellow-workers is expressed by his re-election.

Mr. J. L. Weir was last year a member of the executive of the association, and has always been a consistent booster of its interests. He operates the Parliament repair shop on Carlton St.

Mr. Jesse Merchant is an enthusiastic association worker, and during the past year has taken an active part in promoting the interests of the local organization.

Mr. J. W. Hendry, who last year held the office of organizer in the association, is noted among the Toronto men for his "pep," and is always to the fore when there is work to be done.

Mr. S. Rynder is one of the more recent arrivals in the Toronto Association. He is a young repair man, who immigrated to this country from Holland, and has set up shop for himself on Bloor St. W., where he has a good location. He has made splendid progress in the mastery of the English languaue, and speaks it quite fluently.

Mr. Walter Burnill is one of Toronto's best known association men. In one way or another he has been active in organization work nearly all his life, and at the present time is president of the Toronto Shoe Retailers' Association, as well as holding office in the repairers' organization.

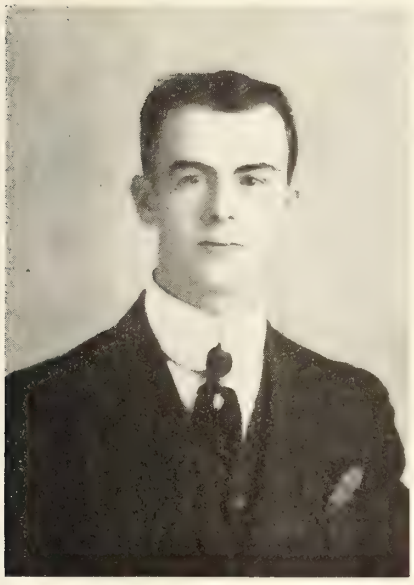
Mr. E. N. Dollery last year held the office of financial secretary of the association. The duties of this position, however, were assumed by the recording secretary. He operates a repair shop on Harbord Street.

Messrs. Hughes, Pemble and Sapsford are all new blood in the executive of the association, and have shown by their active interest in association work the qualities that make successful association men.

Mr. S. Burnett, re-elected President

Mr. J. L. Weir, Vice-President

Mr. Jesse Merchant, Secretary



Mr. J. W. Hendry, Treasurer

Mr. Walter Burnill, Executive

Mr. S. Rynder, Executive

Mr. Arthur Sapsford, Executive

Mr. W. Hughes, Executive

Mr. S. Pemble, Executive

Successful Sherbrooke Shoeman

Has Been Operating Retail Store for Over Eleven Years—Handsomely Furnished Premises and High Grade Stock

Mr. M. J. Choquette, Sherbrooke, P. Q., shoe retailer, went into the shoe business in 1909, when he bought out H. H. Morency, of Sherbrooke. Mr. Choquette was born in Farnham, P. Q., in 1885. His first position was with L. H. Oliver, grocer, of Sherbrooke. After three years with Mr. Oliver, he went into the employ of Mr. L. A. Codere, furrier, men's furnishings and shoe retailer. Later Mr. Choquette was associated with the firm of H. C. Wilson & Son.

Mr. M. J. Choquette

as travelling representative, which position he held for nine years. In 1909, as stated above, Mr. Choquette bought out H. H. Morency, shoe retailer, Sherbrooke. Mr. Choquette is a great believer in advertising. He stocks high grade footwear consisting of Gold Bond Brand for men, and Smardon Shoes for women. He also sells Dr. Scholl's Foot Easers. In addition to the retail store, Mr. Choquette operates a repair shop.

Different lines of shoes, also shoe findings are dis-

Interior view, Choquette Store, Sherbrooke

played in the showcase in the front of the store. Mr. Choquette's office is situated in the rear close to the stairs leading to the repair department.

He has been a constant reader of Footwear for the past 11 years, and says that he derives great benefit especially from the window dressing suggestions which appear from time to time.

A handsome Juliet slipper model shown by the Cobourg Felt Company

Veteran Salesman Joins John Palmer Co.'s Staff

Mr. A. F. Kierstead, who has been selling shoes for the Hartt Boot & Shoe Co. for almost ten years, has recently resigned to join the forces of the John Palmer Co., Ltd., with headquarters at Hampton, N. B.

With the exception of Mr. L. Farewell, of Winnipeg, Mr. Kierstead had the longest service record with the Hartt Shoe Co. of any man on their sales' staff. "Fent," as he is intimately called by his close friends, is well-known to both retailers and shoe salesmen, and with his excellent record is sure to make good with Moosehead Brand footwear. He is covering Nova

Mr. A. F. Kierstead

Scotia and Prince Edward Island for the Palmer concern.

Many are the changes, Mr. Kierstead tells us, that he has noticed since he first went on the road, and there is a great difference in both styles and prices. A jump from $5.00 to $18.00 and $20.00 in retail prices is rather startling, and the now every-present recede toe would have attracted a great deal of attention, but not many buyers in the earlier days, Mr. Kierstead says.

MELTONIAN

Boot Polishes and Creams

The Super-Standard *of* EXCELLENCE

The Polishes That Get Hold of the Public

SAMPLES
PRICES
& TERMS
with
PLEASURE
from

Mr. Robt. D. AYLING

23 Scott Street
Phone Main 7613
TORONTO

Agent for the sole manufacturers:

E. BROWN & SON, Ltd.
LONDON AND PARIS

FOOTWEAR FINDINGS

Happenings in the Shoe and Leather Trade

The Real Fit Footwear Co., Montreal, is reported to be about to present a petition in bankruptcy.

The Korrect Shoe Company, shoe retailers, Toronto, have assigned to R. Tew.

John Agnew Co., Ltd., London, Ont., have recently moved from their former location at 222 Dundas St. to a new and up-to-date store close by on the same street.

Mr. Arthur L. Wilson, of Hamilton, will have to content himself with bachelor ways for the next few months. His wife has recently set out on a trip to Ireland, taking the family with her. Mrs. Wilson sailed from Halifax early in December and is visiting her father, Mr. Edward Pewlow, J.P., in Warrenpoint, Ireland.

Mr. J. E. Rupre, representing the Montreal Heel Co., Ltd., has recently been visiting the trade in Western Ontario.

J. McIntyre has opened an up-to-date shoe store at 280 Danforth Ave., Toronto, where he has installed a complete stock of boots and shoes.

J. H. Bourque, who is manager of an up-to-date store at 127 Principale St., Hull, Que.—opened by him three years ago for M. L. Diamond—recently purchased the bankrupt stock of the Feldman estate from the executors, adding many new lines of shoes to his stock. He reports business good.

O. L. Waters, a progressive young business man, has just opened a retail store at 2290 Bloor St. W., Toronto, with a complete line of shoes and rubbers, for men, women and children.

W. A. McEwen, 293 Roncesvalles Ave., has purchased the stock and good-will of the retail shoe business formerly operated under the name of the Shinnick Shoe Store, at the same time adding a number of new lines, and with A. L. Hurlburt as manager, is now fully equipped to push business vigorously and successfully.

The Perth Shoe Company's plant, at Perth, Ont., of which certain departments were temporarily shut down, will, the company advises us, be operating in all departments shortly after the New Year.

The Premier Shoe Repair Stores, Limited, whose head office is at 106 Queen St. E., Toronto, have recently opened their store No. 5 at 445 Danforth Ave. They have installed an 18-foot Goodyear finisher and stitcher with electric heat, and the shop is modernly equipped in every way.

Mr. George Davis, vice-president and sales manager of Bennett Limited, has been spending a few days in New York City.

The factory of Peter Braunstein, shoe manufacturer, Montreal, was totally destroyed by fire on December 27th. Mr. Braunstein's loss is only partly covered by insurance.

Damage to the extent of several thousand dollars is reported to have been done to the store of Louis Deschenes, 58 St. John St., Quebec City, in a recent fire.

Mr. T. C. Lafontaine has severed his connection with Ames, Holden, McCready Co., Ltd., Montreal, and joined the sales force of the Eagle Shoe Company, Montreal. Mr. Lafontaine has been in the employ of Ames, Holden, McCready Co., Ltd., for the past ten years.

The proprietors of the Reliable Shoe Store, Guelph, Ont., who were formerly operating two establishments in that town, recently decided to shut down one of the stores, known as the Guelph Shoe Store.

Footwear Findings of Canada, Ltd., has been incorporated, with an authorized capital stock of $100,000, and will operate with headquarters at the village of Cowansville, Que.

The Canada Tanning Company, Limited, has taken out letters patent in Ontario with headquarters at the town of Simcoe, capital stock $100,000.

Under agreement with the town council of Acton, Ont., the Gourlay Shoe Co. are installing a plant in a shoe factory building which the town has recently had completed.

The Certificate Shoe Co., Montreal, which had commenced the operation of a chain sales scheme by means of coupons, has ceased its activities. The Retail Merchants' Association had succeeded in having a warrant issued against the company, but it was then found that its premises were shut down and that it was no longer operating.

The Gosselin Shoe Company, Ltd., which was incorporated some months ago, has established an office at 96 Saint Leon St., Quebec City, which will be its headquarters.

The Albert Kerr Co., hide merchants, Toronto, have opened a branch in Saskatoon.

S. R. Safford & Bro., hide merchants, Montreal, have registered.

The Atlas Footwear Co., Montreal, have obtained a charter.

The United Shoe Repair Shops, Montreal, have obtained a charter.

Brogue Model Shown by Boyden Shoe Mfg. Company.

MEN WANTED all over Canada, to carry as side line our lines of Right Form Overgaiters and Shoe Findings to the trade. Territory open: Montreal, Que.; Nova Scotia, with the exception of Cape Breton; Eastern and Western Ontario; Manitoba; Saskatchewan, British Columbia; Alberta.
Box 189, Footwear in Canada, Toronto

"Judge It by its Users"

New Castle Kid

BLACK WHITE COLORS

Send for Samples

New Castle Leather Co.

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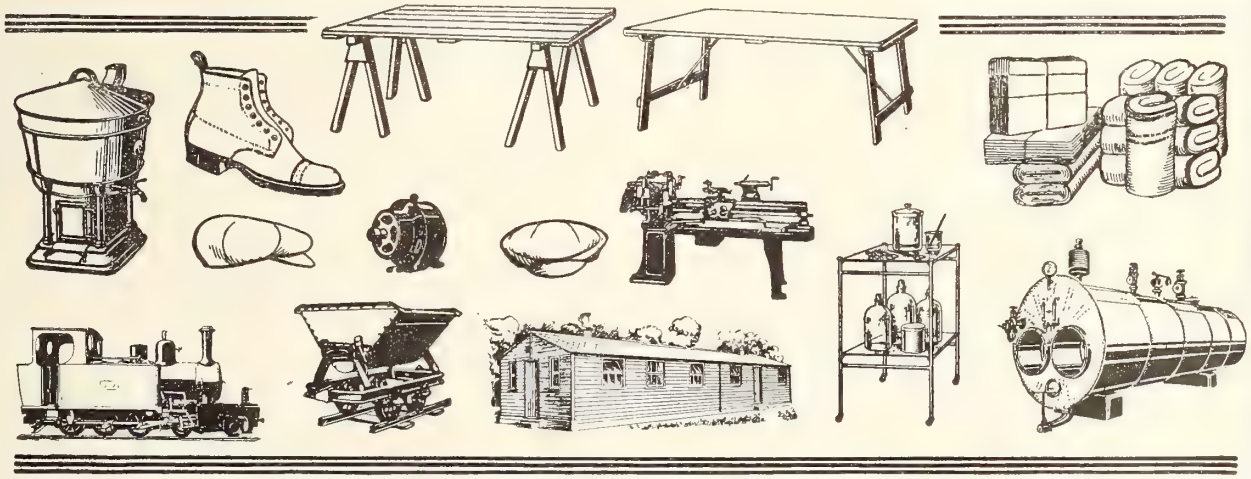

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Stock of above well known lines always on hand. Call and inspect them.

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Our Hockey Boots have extensive sales and supply a wide demand at a reasonable price. The quality and workmanship put into their manufacture insure a first-class product on which you can realize a large and profitable turnover. Write us for samples.

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What the Louis Heel Breast Trimmer Does

It eliminates all hand work and rough scouring and finishes the Heel Breast from edge to edge.

It trims leather board heels as easily as those with leather seats and without pulling out pieces of the heel at the side.

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We manufacture paper boxes of every description for Boots and Shoes. Send us your enquiries stating sizes and quantity.

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BOX TOE GUM

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Manufactured by:

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WITH OUR

ASSURANCE

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SERVICE

TO HELP MAKE IT SO

United Shoe Machinery Co. of Canada, Limited

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Selling Agents
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THE WAY
the Child's Foot is growing
IN A
GLOBE PILLOW WELT SHOE
THE RESULT OF 30 YEARS EXPERIENCE

The First Thought for 1921

Wise dealers, who have been studying the shoe situation closely, can readily see that the public want lower priced shoes.

A Good Shoe at a Reasonable Price

This is what the people will ask for in 1921.

Show the Sisman Line—the solid staple shoe, with style and quality of material and workmanship.

Your jobber can supply you

THE T. SISMAN SHOE CO., Limited
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All Canvas and Felt and Canvas Combination Innersoling

FOR McKAYS

The stitches sink completely below the surface in this material and there are no uncomfortable, humpy places. It's the ideal innersole for McKay work at a low cost.

Every inch is usable—practically no waste in cutting. Let us send samples for proof

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LEADS THEM ALL
in Uniformity,
Fine Texture, Wearing Qualities and Finish

In our West Lynn Factory during 310 working days, the average daily output has been 800 dozen finished skins, or an equivalent of 9,600 skins per day. This represents 60,000 feet of leather turned out each day, or 18,600,000 square feet of leather in one year. This amount provides over 6,200,000 people once a year with one pair of shoes—a large army!

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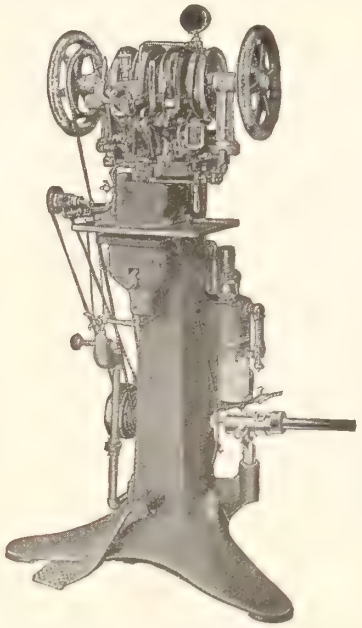
Landis Outfits are Money-Makers



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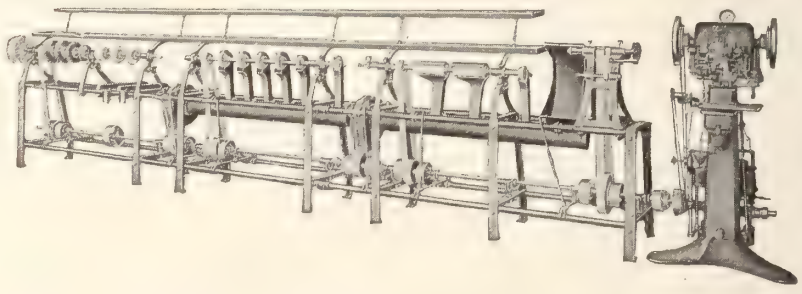
Sold outright—No royalty.

Equalize the increased cost of material by installing machinery to do your shoe repair work.

Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms are easy.

We have many models of stitchers and finishers. Write for complete catalogue with prices and terms.



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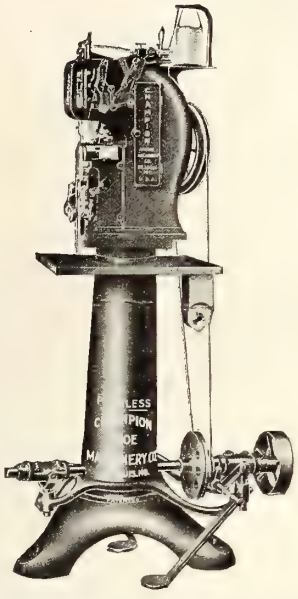
Shoe Repair Machinery

Largest and Most Complete Line of Shoe Repair Machinery in the Market



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30,000 in Use Everywhere

Adopted by U. S. Army and Marine as Standard Machines.

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Only Machine of this kind in the Market.

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No other Machine Gives You this Working Facility.

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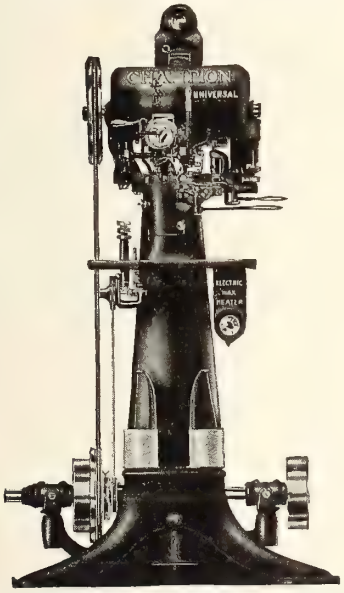

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An Extraordinary Labor Saver and Money Maker—

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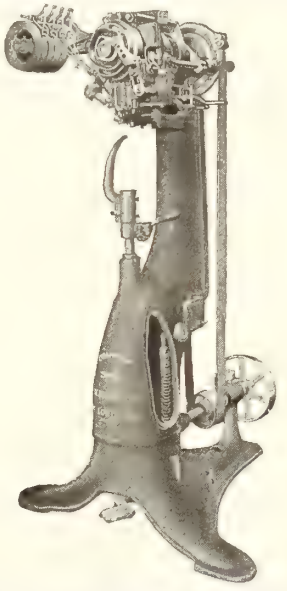

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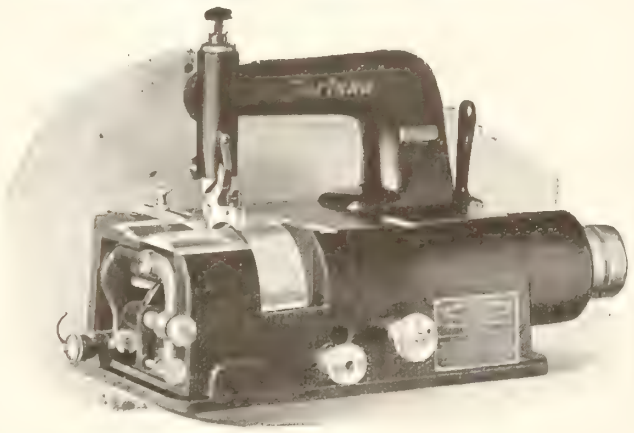

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Electric Buffer Dryers
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All sold subject to your approval after thirty days free trial.

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Shoes for Youngsters

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A Splendid Line for Jobbers

Sturdy, well designed, and showing excellent workmanship and materials, it is a line that makes for quick and profitable selling. A postcard will bring you full information. Write us to-day.

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An Insole That Will Appeal to the Buying Public

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Some are covered with hair, others are covered on one or both sides with extra quality flannel. Most styles are bound at the edges with harmonizing tape—the rest are bound with a strong, serviceable, overlock stitch.

A HIGH - CLASS, BRITISH - MADE PRODUCT

Send for Samples and Prices To - day.

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TORONTO - KITCHENER

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Lots of Stamps Are Seen but This One is *Looked For*

There are all kinds of stamps on different shoes all over the country. Some of them are well known —many of them don't mean anything in particular to many who see them.

THE STAMP OF THE BOOT AND SHOE WORKERS' UNION

is **looked** for by millions of people when buying their shoes. They know what it means—it is recognized as readily in Maine as in Arizona. It is a real sales clincher and business builder among union workmen everywhere.

It doesn't cost you any more for union made shoes but they appeal directly to the vast horde of union workers in every community.

Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

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Wholesale and Retail

Heavy, Medium and Light Goodyear Welts

Always in Stock

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Maritime Province Headquarters for Shoe Repairer's supplies of all kinds.

Prompt Service *Fair Prices*

SUSSEX - N.B.

The Peterboro Shoe

For MEN, BOYS, YOUTHS and LITTLE GENTS

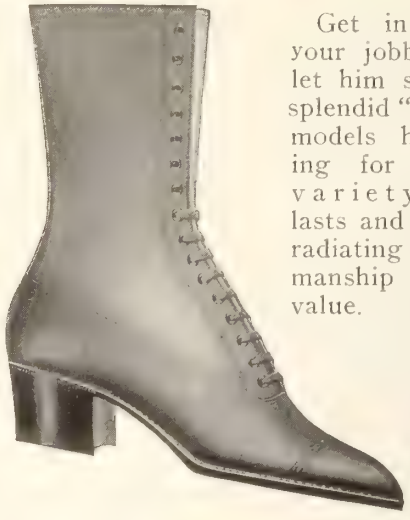
A staple line of Footwear, prominently known for its superior workmanship, first grade materials, smartness and comfort. A Line you can stock with assurance. Write us to-day.

B. F. Ackerman, Son & Co., Limited

PETERBORO, Ont. Western Branch, REGINA, Sask.

MAKERS OF THE "PETERBORO" SHOE

"La Duchesse" McKays for Women Turn Slippers for Men



Get in touch with your jobber early and let him show you the splendid "La Duchesse" models he has waiting for you. In a variety of leathers, lasts and patterns, and radiating good workmanship and unusual value.

Jobbers only

"La Duchesse" Shoe Co.

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Infoot Brand—British Make

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SILK (PLAIN)

Pink, White or Blue

SOFT SOLES

$10.90 Per. Doz.

INFANTS' FOOTWEAR, Limited

LONDON, ENGLAND

Greene-Swift Building, LONDON, CANADA

For Better Lines of

WHITE CANVAS SHOES, FELT SHOES and SLIPPERS, GAITERS and LEGGINGS, RUBBERS, Etc.,

Our Service Has Stood the Test.

WE SOLICIT A TRIAL ORDER

La Maison Girouard Limitee

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Beach, Kingston and Lincoln Streets

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Only two blocks from the South Terminal Station *in the centre of the Shoe and Leather District* and within easy walking distance of the shopping district, theatres, etc.
Good, comfortable rooms, unexcelled cuisine, and reasonable rates.
European plan, $2 a day and up. Send for circulars.

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The Best and Most Durable Shoe Laces Are Made With Our

Power Shoe Lace Tipping Machines

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The Franklin Machine Company
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189 Charles Street, Providence, R.I.

The Elite Footwear Co., Limited

Manufacturers of

Medium Grade

WOMEN'S McKAYS

and

TURNS

FOR JOBBERS ONLY

F. X. LEBLANC, General Manager *597 De Lanaudiere St. MONTREAL*

SHOE RACKS

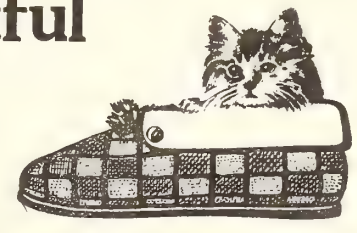
We Make
"SHOE RACKS" OF ALL STYLES
END WOOD CUTTING TABLES
HARDWOOD DIEBLOCKS
TABLES FOR SHOEMAKERS
WOODEN BOXES OF ALL KINDS

Maranda & Desormeau
110 Delorimier Ave. MONTREAL
Phone East 9604

ENGLISH ARCTIC SLIPPERS

So-Restful

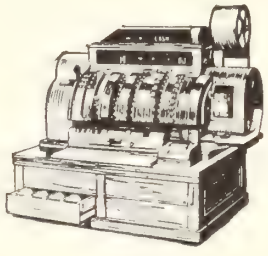
MADE IN CANADA
REGISTERED
Hand Turned with Cushion Sole



SOLD BY ALL LEADING JOBBERS AND MADE IN CANADA BY
Montreal Slipper & Gaiter Company
287-291 NOTRE DAME, W., MONTREAL

Let him help you

There is a better way to keep the store records you need



In your province there are representatives of The National Cash Register Company of Canada, Limited. They are students of business systems. They have been trained to be of service to merchants—to help merchants solve their problems.

Let one of our representatives show you how you can get the store records you need without working overtime on day books, pass books, ledgers, and memorandums.

He will show you the easiest way to get the records you need every day to control your business.

We make cash registers for every line of business

NATIONAL CASH REGISTER CO.

OF CANADA LIMITED

REG. IN
KENDEX
CANADA

"Prosperity Ahead"

KENDEX *for* 1921

KENDEX is the logical requisite for the more up-to-date manufacturer of shoes. If you have never used it, you cannot know why. We can tell you that it will not crack, swell or shrink. We can claim absolute fastness of color, flexibility, and ease in working. We can show you that it is a non-conductor and a comfort-giving feature of the shoe—all these things are true but makers say you cannot appreciate Kendex till you have tried it.

HEEL PADS **TONGUE LINING** **PIECE FELTS**

Kenworthy Bros. of Canada Limited

St. Johns, Que.

Represented by—Horace d'Artois, 224 Lemoine St., Montreal, Que.

CLARKE'S

Patent Leather

ARC BRAND

Paramount in Quality for Sixty-Eight Years

1852

ARC BRAND

As in the Past So in the Future Clarke's Means Quality

1920

A. R. Clarke & Co., Limited

"Makers for the Nation"

Montreal TORONTO Quebec

Vol. XI.—No. 2 Toronto, February, 1[illegible]

Footwear In Canada

THE CLASSIC SHOE

for

Dainty Feet

CLASSIC SHOES reflect leather quality and expert modelling for the kiddies, while the magic touch of Dame Fashion's wand is evident in the exquisite designs for women.

Getty & Scott
LIMITED
Galt - Ont.
Makers of the Classic Shoe for Women and Children

Alphabetical Index to Advertisers, Page 70

A Trade Builder *for the* Progressive Dealer

The real basis of a good business is to carry what the people ask for.

Important items to keep in stock, are—

Panther Soles

And

"SURE STEP" Rubber Heels

WE CAN FILL YOUR ORDER WITHIN A FEW DAYS OF ITS RECEIPT AT OUR OFFICE

Panther Rubber Company, Ltd.

SHERBROOKE, Que.

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER
SYSTEM
AND ASSOCIATED COMPANIES

FEATURE

The Naugahyde Bag

THIS SPRING

Make your store the headquarters for Travellers' Requisites by specializing on THE NAUGAHYDE BAG.

The Naugahyde is a bag so sturdy and durable—so well made throughout—so handsome in appearance—that you can feature it and recommend it to every customer.

THE NAUGAHYDE BAG is fused all in one piece—is ABSOLUTELY WATERPROOF—and is finished with attractive brass fittings and lining.

It is made in popular sizes for men and women—and priced so that every sale gives you a good profit. Feature THE NAUGAHYDE BAG this Spring, and let it build up your trade in Travellers' Requisites. Full details may be had by writing to the nearest Dominon Rubber System Service Branch.

Dominion Rubber System Service Branches

Are located at

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, Brantford, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Vancouver and Victoria.

A Brand that takes the Guess out of Retailing

Metropolitan

MEN'S AND WOMEN'S
WELTS AND McKAYS.

¶ Few merchants ever had cause to regret their association with this nationally known line of footwear.

¶ Many there are who testify to the splendid business and good-will which it has brought them.

¶ Everything considered—the workmanship—styles—materials—value—this is not surprising, as an examination of samples will prove.

Why not let us send you full particulars?

The Metropolitan Shoe Co. Ltd.

91 St. Paul St. E. Montreal

FACTORY:
45–49 Victoria Square

BRANCH OF
Daoust, Lalonde & Co., Ltd.
MONTREAL

Distinction

Do you buy Counters — or Counter Service?

Most Counters are sold to outwear the shoe. BENNETT Counters are built to do it.

SERVICE is built into BENNETT Counter fibre; from it the counter is shaped to fit your needs.

BENNETT Trade Mark on the Counter means Satisfactory Counter Service.

BENNETT LIMITED
MAKERS OF SHOE SUPPLIES
CHAMBLY CANTON, QUE.

Made in Canada by the Largest Shoe Fibre Makers in the British Empire

J. A. Massicotte F. X. Charbonneau C. H. Deguise Guide

Go After the *Big Game* This Year!

1921 is going to offer plenty of scope to the man who will "load for B'ar."

By that we mean, preparing—now—for the "Big Game" that's found right in your own district. It means getting in a plentiful supply of C. & D. "ammunition." Old campaigners say it's the surest and best they have used—hits the mark every time—never let's you down in the pinches—and good the year 'round.

If YOU are going after the big stuff this year you'll need some too.

Let us send full particulars.

Boys', Youths', Little Gents', Growing Girls', Misses', Children's and Infants' McKays, S. S. and Hand Welts.

CHARBONNEAU & DEGUISE

636 CRAIG ST. EAST MONTREAL, P.Q.

Counters are Known by the Shoes they Serve

Judge a counter by the manufacturers who use it —by the shoes of which it forms a part—by the people who wear those shoes.

In the case of D. & P. counters they are invariably to be found in good company.

The manufacturers who use them are among the foremost in the industry. The shoes of which they form a part are to be seen in the best stores from coast to coast. The people who wear those shoes are ones who demand shapely, snug-fitting, fashionable and lasting footwear,

Give them a trial. You will never regret it.

DUCLOS & PAYAN

Ed. R. Lewis, 45 Front St. East, Toronto; Ontario Selling Agent
Richard Freres, Quebec Selling Agents for Quebec City

Tannery and Factory: ST. HYACINTHE, P.Q.

Sales Office and Warehouses: 224 LEMOINE STREET, MONTREAL

Keep Your Stock in a Healthy Condition

The merchant who fails to fill up his lines as they become depleted will be in pretty much the same position as the one who recklessly overbought a year ago.

Good, healthy, normal business is just ahead. The merchant who will get it will be the one who prepares for it—who prepares for it by keeping his stock up to full strength, with clean, fresh goods of known business-getting qualities.

Fill up from these:—

The range comprises Welts for Men and Women, Women's McKays and Turns, Men's Slippers, Turns. Also White Canvas Goodyear and McKays for Men and McKays for Women, Misses, Children and Infants.

Samples Gladly Forwarded

Dufresne & Locke, Limited

Montreal, P. Q.

L. B. Holliday & Company, Limited

Huddersfield, England

ANILINE DYES

And Coal Tar Products

To The Leather Industry:

Can you guarantee your colored leathers?

Do you realize that such a statement would very likely influence an increase in your business?

Today men come to you, demanding an ironclad guarantee—Can you cope with their demands?

You can if you are properly equipped.

The equipment you use and the ability of your men are both very important factors.

Yet they are both dependent upon the dyes and colors you use.

Dyestuffs that are absolutely guaranteed will therefore help you to guarantee your product.

Then why not try L. B. Holliday & Company for your next order for Dyes, Colors, etc.?

The following is a list of our products which are of particular interest to the Leather Trade and which can be shipped from Canadian stocks.

CHROME LEATHER BLACK G.
CHROME LEATHER TAN 2G.
CHROME LEATHER BROWN G.
BASIC TAN O.
BASIC DARK BROWN P.
MAGENTA POWDER.
METHYL VIOLET 2-B CONC.
FRENCH BLACK 2938.
CHRYSOIDINE R. CONC.
BISMARCK BROWN R. CONC.
FAST RED A.
NEW PHOSPHINE R.
AURAMINE O. CONC.
ORANGE 11.
PONCEAU G.
BRILLIANT BORDEAUX 2-B.
ACID PRUNE V.
NAPHTHOL BLUE BLACK 10-B.
NAPHTHYLAMINE BLACK H.
LIGHT ACID BROWN L.
DARK ACID BROWN L. R.
NIGROSINE W. S.

Product Samples, Patterns and All Particulars from

L. B. Holliday & Co., Limited

Canadian Office and Warehouse:

27 St. Sacrament Street, Montreal

Orders Supplied Direct from Canadian Stock. **New Products will be Added from Time to Time**

Cables, "Dyewares," Montreal. **Telephone Main 8105**

AHM System

The

"AMES HOLDEN"

Brand of

Rubber Footwear

Canvas Rubber-Soled Shoes

Felt Shoes and Slippers

IS NOW ON THE MARKET

Manufactured and sold by

Ames Holden McCready, Limited

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, London, Winnipeg, Regina, Saskatoon, Edmonton, Cal gary, Vancouver.

SPAULDING'S Fibre Counters Guaranteed

You Get These Features in

SPAULDING'S Fibre Counters

Guaranteed

1. Rigid Back
2. Full Moulded Heel Seat
3. Wide Scarf
4. Perfect Fit

J. SPAULDING & SONS CO., INC.

Main Office and Factory
NORTH ROCHESTER, N. H.

PHILADELPHIA
John G. Traver & Co.
141-143 No. 4th St.

CINCINNATI
The Taylor-Poole Co.
410-412 E. 8th St.

Boston Office
203-B ALBANY BUILDING

ST. LOUIS
The Taylor-Poole Co.
1602 Locust St.

CHICAGO
J. E. D. McMechan & Co.
217 W. Lake St.

SEVEN FACTORIES
Tonawanda, N. Y. — Rochester, N. H.
No. Rochester, N. H. — Milton, N. H.
Townsend Harbor, Mass.

English Agents: J. Whitehead & Co., Ltd., Leicester, England.

Canadian Agents
International Supply Co., Kitchener, Ontario, and Quebec City. V. Champigny, Montreal 3

SPAULDING'S OAK TAN FIBRE INNERSOLING

WEE WARMS WILLIE WEARS WINKIE WASHES

New Spring Samples

and

Patterns Now Ready!

Children's Pantettes

Tailor-made, perfect fit, washable, and economical. A great demand for Spring wear.

Men's Spats

Best West of England box cloths used, perfect fitting assured—all the newest shades, specially cut to fit snugly with oxfords.

Women's Gaiters

Women's underslung gaiters, tailor-made, new patterns in a variety of popular shades. Only the finest cloths used in the making.

Wire or Write direct to—

A. J. Machin, 2401 Clarke Street

MONTREAL, P.Q.

Sole Canadian Representative for

Rapaport & Company, Limited

37 Featherstone Street - LONDON, E.C., England

Hall and Hodges

Limited

(Successors to Industrial Export Company of Canada, Limited)

Sole distributors for J. P. Cochrane & Co. (Cochrane Soles) French Beading and Novelty Co. (Beaded Buckles, Theo Charms, Beaded Bows), Hornby & West Co. Ltd. (English Brogue Shoes for Men and Women), Indian Slipper Mfg. Co. (Indian Slippers and Moccasins), S. S. May Co. (Esmay Spats and Overgaiters).

Address all communications to Hall & Hodges Limited, 16 St. Sacrament St., Montreal.

Esmay Gaiters

Highest grade custom tailored merchandise, in

FELT, CLOTH, SILK

Fit, style, quality and workmanship have made them Canada's best. Ask the man who has handled them. Each pair in an individual carton.

ESMAY SPATS FIT

Hornby and West, Ltd.

NORTHAMPTON

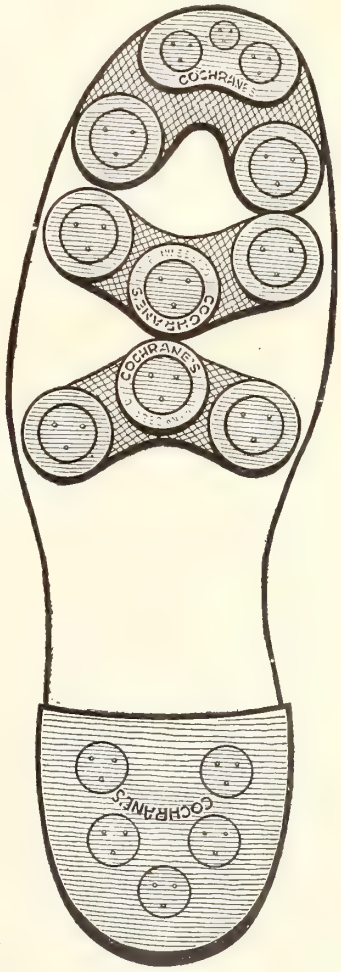
England's Best Brogues, for men and women; also men's high grade light weight welts and court shoes. Complete range of men's and women's tennis and sport shoes in real white buck and combination effects—don't miss this line of exclusive merchandise.

Indian Slippers

A strictly hand made, very popular and profitable line to handle. Much superior to the ordinary factory-made kind. In all sizes for Men, Women, Children and Infants. You should see our new coloured models.

Cochrane's Soles

These soles are experiencing a phenomenal sale throughout the country, particularly among ex-soldiers. Both indoor and outdoor workers are wearing them; you should have a supply. Price $12.00 per dozen pairs. Shipped same day as order is received.



Safety in Buying

There is a prevalent demand for "A Shoe at a Price."

These are abnormal times, and one has to be guided to a certain extent by the exigencies of the moment.

Goods are bought by the trade to sell again, and the after effect of the final sale to the wearer should not be lost for a moment.

To sell shoes at a price to attract the customer, the dealer must judge his buying accordingly, making certain that he gets shoes that will not injure his reputation, or destroy the goodwill of his patrons.

JAMES ROBINSON CO., LIMITED

184 McGILL STREET - MONTREAL

The Empty Shelves

January was the inventory month, the "sizing up" period when the retail dealer scratched his head as he wondered how he should fill the gaps in the shelves.

February is here---the buying month. Those "gaps in the shelves" will hold a line of shoes the public are demanding — shoes of worth and quality, at a lower price.

Keep your shelves filled—but fill them with the right shoes—

ROBINSON'S

JAMES ROBINSON CO., LIMITED

Specialists in Fine Footwear

MONTREAL

The Mistaken Economy
of Pennywise Saving

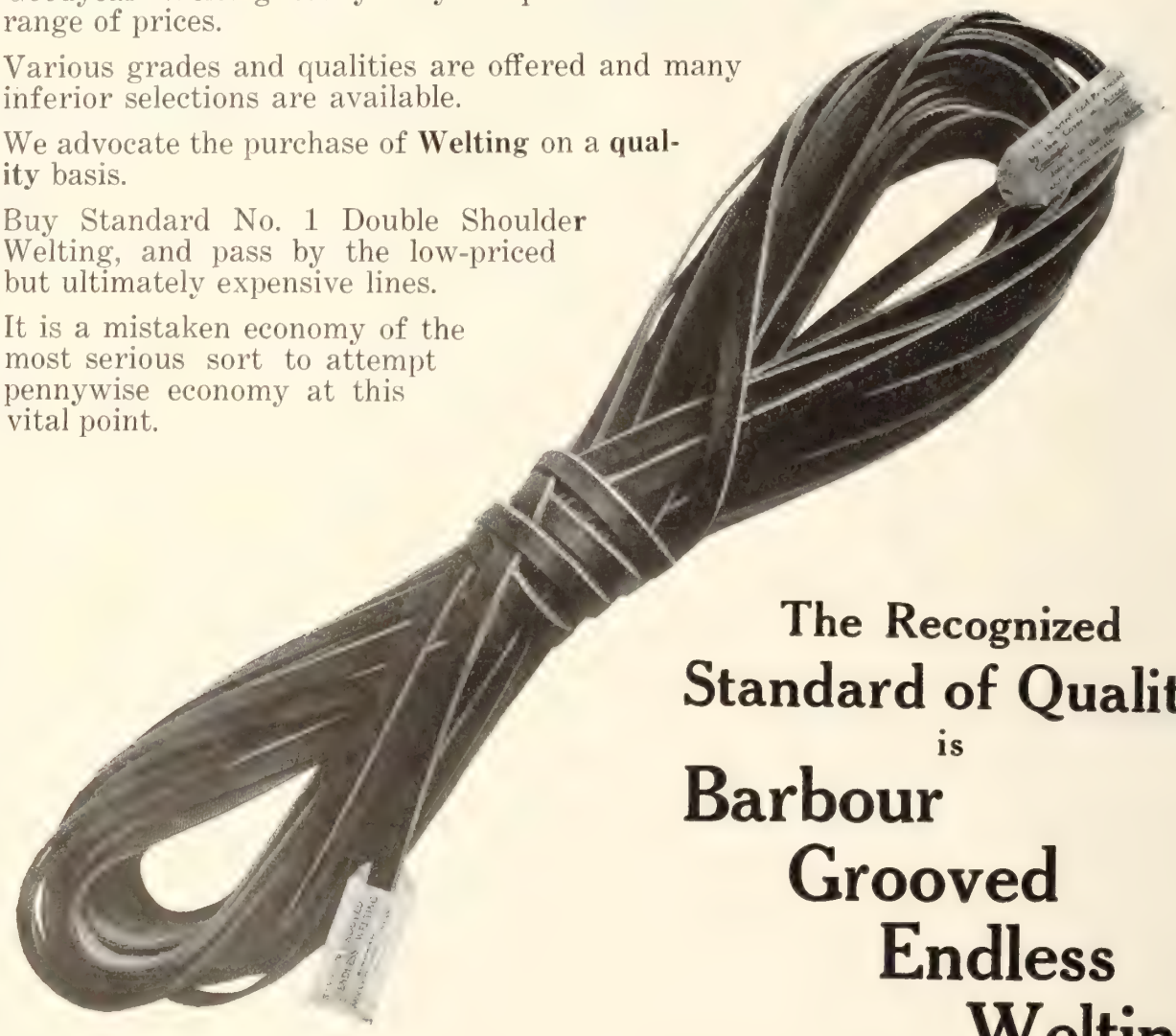
Goodyear Welting today may be purchased at a wide range of prices.

Various grades and qualities are offered and many inferior selections are available.

We advocate the purchase of **Welting** on a **quality** basis.

Buy Standard No. 1 Double Shoulder Welting, and pass by the low-priced but ultimately expensive lines.

It is a mistaken economy of the most serious sort to attempt pennywise economy at this vital point.



The Recognized Standard of Quality is

Barbour Grooved Endless Welting

BY INVITATION MEMBER OF

NEW YORK U.S.A.

Manufactured by

Brockton Rand Company

BROCKTON, MASS.

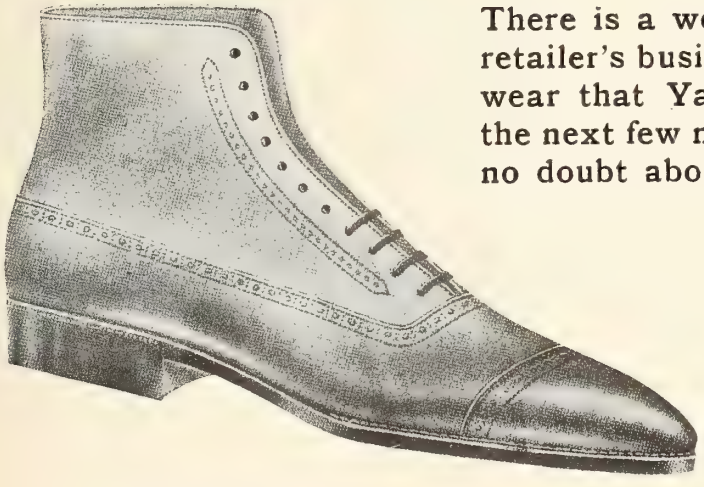
LEATHERS

Glazed Kid
Side Leathers
Glove Leathers
Shoe Findings

Correspondence Solicited

PIERRE BLOUIN Reg'd.
QUEBEC, 60 Colomb St. **MONTREAL, 59 St. Peter St.**

McKays You Will Need



There is a well established need in every retailer's business for just the kind of footwear that Yale McKays represent. And the next few months will prove it. There is no doubt about that.

And so we say, if you want something to really catch the fancy of your Men's and Boy's trade, and hold it, look over the samples we have waiting for you. The earlier the better.

The Yale Shoe Mfg. Co., Limited

Makers of Fine McKays for Men and Boys

Galt - - - Ontario

AIRD & SON
REG.
MONTREAL

For the Merchant who Buys Carefully

Shrewd, careful merchants who place their requirements after searching investigation of what the market affords, form a big proportion of those who handle Miner Footwear.

All our goods are based on to-day's market values which are low.

The Miner Shoe Co., Ltd.

MONTREAL OTTAWA TORONTO QUEBEC

Agents for the celebrated Miner Rubbers

Stock on hand includes Men's, Boys', Youths', Women's, Misses' and Children's Goodyear Welts, McKays, Turns and Standard Screws.

USE

LENNOX SERVICE

And Save Money

Midwinter usually finds the merchant in a peculiar position. His stocks from one end to the other are in various stages of depletion. In some lines that have been extremely popular he will be very low.

With Spring but a few weeks away and its consequent demand for Spring goods he will not want to stock up heavily. The wise thing is to take advantage of our midwinter sorting service.

Particularly do we urge upon you the splendid range of

FELT FOOTWEAR

that we have in both felt and leather soled goods. They offer splendid values and being of that fine, reliable grade will prove profitable selling. We can supply you with just what you are looking for and give you rush service.

Other popular lines that will bring you good business are our Cosy Felt Slippers, Boudoir Slippers, Arctic Slippers, Moccasins and Felt and Knit Sox.

Then in our regular lines of

Fine, Medium and Staple BOOTS and SHOES *for* Men, Women and Children

we have much that will appeal to you for fine appearance and outstanding values.

JOHN LENNOX & COMPANY

18-20-22 KING EAST - HAMILTON

BOOTS AND SHOES——STYLISH AND STAPLE

PENETANG

"TETE DE BOEUF"

HEMLOCK SOLE LEATHER

WORKS AND WEARS WELL

For Shoe Manufacturer and Shoe Repair Trade

The Breithaupt Leather Company, Limited

Manufacturers of
"The Standard of Canadian Sole Leather"

Sales Offices:

KITCHENER TORONTO VANCOUVER MONTREAL QUEBEC

Tanneries at:

PENETANG HASTINGS KITCHENER WOODSTOCK BURK'S FALLS

Tetrault's Welts

are Easily the Most Profitable Line of Men's Shoes to handle

Tetrault Says:

WHY pay Nine Dollars for shoes that you could sell to the retailer at that price and make a profit?

WHY carry a heavy stock when you can sort on all the best sellers from your local Jobber?

MONEY is made on the turnover.

KEEP your stock down to a minimum.

BUY often.

A complete line of Tetrault's Welts are handled by every "live" jobber in Canada

Tetrault Shoe Manufacturing Co., Ltd.

MONTREAL

Mr. Retailer!

There is, in active existence, a Canadian National Shoe Retailers' Association.

This association, during the past year, has been **putting money in your pocket,** perhaps without your knowledge.

How?—You Ask!

Listen to these Facts!

(1) LUXURY TAX—By continual representations to the Government by this Association, this grievous Tax was altered from 10% on the total sale price to 15% on the excess over $9.00—eventually being entirely removed. Consider how much increased turnover this means to you!

(2) IN-STOCK DEPTS.—It will now no longer be necessary for the Canadian shoe retailer to order his stock many months in advance, thus tying up all his capital. Following recent representations by the Shoe Retailers' Association, many manufacturers have indicated their willingness to co-operate and, in future, the progressive manufacturers will maintain "in-stock" departments.

(3) SMUGGLING—The Association was directly responsible for the operations of a special Customs' officer, who has been stationed in various Border towns and cities during the last few months, eliminating much smuggling, to the advantage of the Canadian retailer. One member says: "It saved my Christmas Trade."

(4) DUMPING—During the latter part of 1920 there was a considerable amount of "dumping" of Canadian shoes, which threatened to drive many retailers into bankruptcy. The Shoe Retailers' Association took the matter up with the manufacturers, with the result that the "dumping" has practically discontinued.

The above are four definite and distinct activities of the National Shoe Retailers' Association of Canada and others of equal importance might be added. These are enough, however, to prove that the retail shoe industry of Canada **would be in very much worse shape today,** than it is, if our Association had not been in active operation.

In other words, every shoe retailer in Canada, whether a member of the Association or not, has benefited—**in dollars.**

What do you think of an Association that watches your interests, works to increase your profits, and seeks to consolidate the whole shoe industry?

Has It Earned Your Support?

If you feel it has, drop a line of approval to—

Geo. G. Gales, President, Montreal *or* Howard C. Blachford, 286 Yonge St., Toronto, Sec'y.

NATIONAL SHOE RETAILERS ASSOCIATION OF CANADA

"EUREKA"

JOBBERS ATTENTION!

WE wish to announce that we have now added to our WOMEN'S lines the GIRLS', MISSES' and GROWING GIRLS' lines, also TWO NEW WOMEN'S LASTS. We can now show a complete line of WOMEN'S McKAYS on SEVEN different lasts as well as

GIRLS' on two lasts,
MISSES' on two lasts,
GROWING GIRLS' on two lasts.

It will PAY you to see our samples. Our prices are right and they include laces and corrugated cases.

If you as a jobber are interested in a line of footwear that is making a remarkable showing even during this abnormal period, we shall be pleased to send you full particulars.

Just drop us a line when coming East and we will be pleased to meet you in Montreal any time.

Eureka Shoe Company, Limited

Three Rivers - Quebec

Yamaska Value Cannot be Overestimated

Value through service is the outstanding feature of all Yamaska footwear.

This service that the wearer gets is the result of using only materials that are unquestionable and employing only workmen who know their business.

So that if you feature **Yamaska** you can also feature **Value.** And that, no doubt, is what the public is buying today.

La Compagnie J. A. & M. Cote

ST. HYACINTHE, - QUEBEC

MEN'S, BOYS', YOUTH'S, WOMEN'S, MISSES' AND CHILDREN'S MEDIUM McKAYS, S.S., PEGGED AND WELTS.

"Holtershoes" Means Style

Service—

is one other important factor in the dealings you have with your manufacturer.

To-day—producing shoes of style, fit, value and quality is not all—sufficient.

You require and should have that kind of service which will enable you to fill-in quickly on wanted sizes of your best sellers, during the season.

We are prepared to give you just that sort of service.

The Holters Company
Cincinnati, Ohio

Fit, Value & Quality

For Spring 1921

HOLTERSHOES FOR WOMEN
THEY FIT
THE HOLTERS COMPANY
CINCINNATI

We will carry in stock a complete range of sizes and widths in the best selling numbers.

We will also add a few of the very latest creations—and these too will be stocked.

You can then order at will and your wants will be taken care of with dispatch.

Write us now to mail you (when ready) our book of spring styles in stock ready to ship.

The Holters Company
Cincinnati, Ohio

REFLECTING
QUALITY

that means increased business for the Retailer

Give a thought to Spring buying

Everything points to a greatly renewed business in the Spring. Easter, coming early, will hasten it. If you are to be ready you must act immediately.

Your stocks, to be at their best, will require a generous assortment of Scroggins' "Renown Brand" McKays. They are for Boys, Youths, Little Gents, Growing Girls, Misses and Girls.

Their fine quality, good workmanship and sensible styles will bring you much valued business.

Write us to-day

Scroggins Shoe Company Limited

GALT ONTARIO

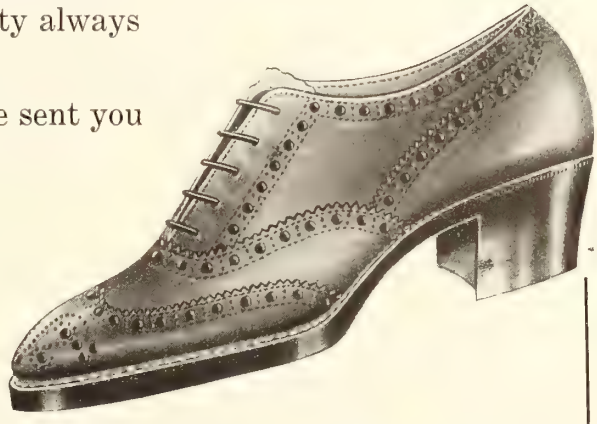
S

FRANK W. SLATER
Strider
SHOE

Super-Quality in Stock!

High class shoes for immediate delivery—this is our service to the trade. Buy them as you need them, but be sure of the quality; real quality always sells.

Our price list can be sent you by return mail.



For Men and Women, Ten lines each.

STOCK NO. 5008
Women's Duchess Brown Calf Brogue Oxford
Slip Sole, Widths D & E, Last 94, Sizes 2-7.
PRICE—$6.10

Eagle Shoe Company Limited

587 Beaudry Street, - MONTREAL

H. O. McDOWELL

. N. LINCOLN

INTERNATIONAL SUPPLY CO.

IMPORTERS MANUFACTURERS

INTERNATIONAL SUPPLY CO. SERVES YOU RIGHT KITCHENER-MONTREAL

JOBBERS SALES AGENTS

SHOE MACHINERY, FINDINGS AND FACTORY SUPPLIES

THE LARGEST SHOE FACTORY SUPPLY HOUSE IN CANADA

FACTORY AND BRANCH
37 FOUNDRY ST. S.
KITCHENER, ONT.

BRANCH
566 ST. VALIER STREET
QUEBEC

MAIN OFFICE
154 NOTRE DAME ST., W.
MONTREAL

Representing

American Lacing Hook Co.
Waltham, Mass
Lacing Hooks and Hook Setting Machines

Armour Sand Paper Works
Chicago, Ill.
Crystolon Paper and Cloth for Buffing and Scouring

Boston Leather Stain Co.
Boston, Mass.
Inks, Stains, Waxes, etc. Cyclone Bleach

The Ceroxylon Co.,
Boston, Mass
Ceroxylon, the Perfect Liquid Wax

Dean Chase Co.,
Boston, Mass
Shoe Goods, Cotton Thread

The Louis G. Freeman Co.,
Cincinnati, O.
Shoe Machinery

Hazen, Brown Co.,
Brockton, Mass.
Waterproof Box Toe Gum, Rubber Cement

Lynn Wood Heel Co.,
Keene, N.H.
Wood Heels and Die Blocks.

Markem Machine Co.,
Boston, Mass.
Marking and Embossing Machines, Compounds, Inks, etc.

M. H. Merriam & Co.,
Boston, Mass.
Binding, Staying, etc.

Puritan Mfg. Co.,
Boston, Mass.
Wax Thread Sewing Machines
Poole Process for Goodyear Insoles

The S. M. Supplies Co.,
Factory Supplies, Needles, etc.

J. Spaulding & Sons Co.,
N. Rochester, N.H.
Guaranteed Fibre Counters, Fibre Innersoling

The Textile Mfg. Co.,
Toronto, Ont.
Shoe Laces

United Stay Co.,
Cambridge, Mass.
Leather and Imitation Leather Facing, Welting, etc.

Safety Utility Economy Co.,
Boston, Mass.
Electric Heating Equipment

In addition to the lines shown in the list of Houses we represent, and for which we are Exclusive Agents, we carry large stocks of Specialties.

We are ready to Serve you Right on any of the following lines. Ask for samples and prices or send us a trial order:

BELTING
Oak Tanned, Tannate.

BELT HOOKS and PLIERS

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A dye for heels, shanks, top pieces and bottoms

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" Cutter " 2
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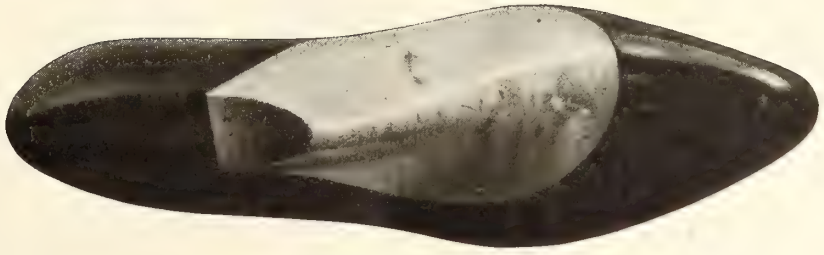

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A Rare Business Opportunity

Centralize Your Efforts—Standardize Your Stock

SPECIALIZE

We solicit enquiries in respect to our famous **"Taplin Natural Tread"** Shoes and our methods of introducing these shoes into your town or city.

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Write for full particulars of introductory campaign and price.

NATURAL TREAD SHOES, LIMITED

BELLEVILLE, Ont.

K·B· HARD SOLE FELTS SOFT SOLE KUMFYS

Every Canadian Retail Shoe Dealer Will Want K.B. "Kumfy's" and "Juliets"

These K. B. lines of Soft Sole, Felt, Leather Boudoir, and Handsome Juliet Slippers are rapidly becoming the standard indoor wear for the Canadian family.

Made in all colors and sizes for men, women and children.

K.B. Staple Felts for Outdoor Cold Weather Wear, in All Felt and Leather Soles are recognized as the standard for high quality material, honest workmanship, and comfortable neat fitting full size lasts.

The K.B. line for 1921 season, sets a higher standard than ever for Quality Felt Footwear.

Two factories specializing separately in Soft Sole lines and Heavy Staple Felts—with manufacturing equipment and capacity—that will ensure uniform High Grade Product, and guaranteed delivery dates.

K.B.'s are made to order only. Play safe by placing your order early. Others are doing it!

THE LEADING CANADIAN SHOE JOBBERS ARE SHOWING SAMPLE K. B.'s NOW

A Service Complete and Satisfactory

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Friction Fatal to the Efficiency of the Canadian Footwear Industry

One of the seemingly inevitable results arising out of conditions such as exist at present, when business men are faced with the necessity of taking losses, and other difficult problems of readjustment, is a clash of the interests of the different branches of industry—or, what amounts to the same thing, the feeling of the members of these different branches—retailer, wholesaler and manufacturer—that their interests do clash. It must be admitted that at the present time there is not an entire absence of ill feeling in the footwear industry. Get a manufacturer or travelling salesman talking on the subject of cancellations and he will tell you a tale of woe that would melt the heart of anyone less hard-hearted than a retailer. But go to the retailer, and he, on his part, will give you a harrowing story of arbitrary and unjust treatment on the part of the manufacturer.

Let us cite a couple of instances.

Talking with a shoe salesman recently he told us of a retailer who, a short time before, had ordered a couple of cases of shoes from him and who was now refusing to accept them. The circumstances, as related, were these: The goods were ordered a month or two previous to be specially made up for quick delivery. The manufacturer in question, in view of the fact that he was anxious for the work in order to keep his plant going, was glad to shave his price to the limit, and the quotation to the retailer included only a very small margin of profit. In the meantime, however, this dealer found out that another merchant had been able to secure similar goods more cheaply from a wholesale concern, which, being up against it for cash, were almost giving the shoes away. He then came back at the manufacturer and declared that unless he was given the same price as this wholesale house had been selling at, he would not accept delivery. The goods had by this time already been shipped, and when they arrived at the station the retailer was, this time, as good as his word and refused them. At the time the story was told, they were still at the station.

And now let us hear what a retailer has to say:

This retailer explained that he had cancelled no orders, that he had accepted all goods that he had ordered, and that in all the years since he had been in business he had always tried to be as fair as possible to the manufacturer and to be impartial as between the interests of the manufacturer and his own customers. This year he ordered certain goods for September delivery and another lot for November delivery. Early in September the first consignment arrived, and he accepted them without any complaint, although it would have been more convenient for him to cancell. He had scarcely got these goods in his stock room when the November lot began to arrive. His stock room was filled and he had no place to store them except a damp cellar. He asked the manufacturers to hold shipment, but they paid no attention to his request and continued to forward the goods, so that they were all in hand in the middle of the month of October. Despite the inconvenience he was put to, he refused none of them. Afterwards, he discovered that the manufacturer was selling the same goods for immediate shipment at the spring prices which were considerably lower than he had paid. The manufacturer, however, made no offer to give him the advantage of the lower figures, and the retailer, being of an independent disposition, did not ask him for it. His feelings toward that concern, however, are not of the most friendly. The manufacturers, he declares, have shown no discrimination in the treatment of the retailers—the men who cancelled right and left receive just as much consideration as the men who did the square thing "In the past," this retailer said, "I have tried not to overlook the rights and interests of the manufacturer, but after the way I have been treated this year, I am going to look out for No. 1."

Each of the men who recited these instances to us had, we believe, a real grievance, and it is only human and natural that there should be a feeling of resentment on the part of both. In one case a retailer was to blame and in the other a manufacturer. And this must always be remembered—that all the faults do not lie with either branch of the trade; there are faults on both sides—in some cases the retailers have been unjust, unfair, and with respect to a few, we will

even go so far as to say, downright dishonest in the matter of cancellations, but, on the other hand, we find that there are manufacturers who have been absolutely arbitrary in their attitude to the retailers, who have shown no discrimination at all in their treatment of them, and who have completely overlooked the interests and the rights of the merchants who acted on the square. As it has worked out, some of the manufacturers have allowed dishonest dealers to use the present situation to their own advantage at the expense of the honest merchant who deserved all their consideration.

It is regrettable in the extreme that conditions such as these should have arisen. We do not believe they are at all general, but that it is merely a case of the sins of a few black sheep being reflected on the whole flock. And this is the idea we should like to impress upon our readers. To the manufacturer we say: If there are a few retailers who have shown themselves dishonest and untrustworthy in their dealings with you, be warned against them in future, but do not, on that account, damn all their fellows. And to the retailer: If there is any manufacturer or wholesaler who has recompensed your honest attitude toward him with double-dealing, and by "dumping" his goods at undesirable outlets has placed you under a disadvantage to unworthy competitors, you have means of redress; the next time—and every time— his salesman calls, send him away with a blank sheet in his order book; but don't take it out of the whole manufacturing trade; don't imagine that every manufacturer will go back on you when occasion arises, if you treat him decently. The large majority of shoe retailers and manufacturers are honest men and good fellows, and if they do not always live up to the Golden Rule, are, at least, always ready to do as they are done by, and to recompense square dealings with square dealings.

Friction, whether in a steam plant, an automoble, or the operation of an industry, is a waste of energy. The sooner it is eliminated from the footwear industry, the better for every member of it, and all men of good will, will lend their support to that end.

What's Ahead? Factors that Influence the Business Situation

A question which is being asked on all sides is "When will good times return?" Business and financial experts, both in Canada and the States, have been discussing the situation, pro and con, and it is encouraging to note that, while there is no attempt to make light of our difficulties, the opinion of those who should best be able to gauge the probable developments of the next few months is optimistic. Sir Henry Drayton probably expressed the general feeling in his address at the banquet of the Shoe Manufacturers' Association in Toronto when he said "Canada is not broken. The only thing that can break Canada is Canadians—and they do not propose to do it."

Among the unfavorable factors which are mentioned are:

1. Pessimism among many business—not financial—men is running to dangerous extremes.

2. Severe shrinkage in the market value of materials and stocks on hand has made borrowing difficult.

3. The public, aggrieved over the exorbitant prices demanded in the earlier part of 1920, have not yet regained confidence in the stability of the market.

4. The depreciation in foreign currency makes the placing of goods in European markets at the present time very difficult.

5. An apparent lowering of the commercial standard of morality is seriously affecting the observance of contracts.

6. The Government is under huge financial obligations arising out of the war. This year's budget for soldiers' re-establishment, pensions, etc., is much larger than the country's total expenditures for the year 1914. It is, therefore, evident that taxation must continue very heavy.

6. The shrinkage of millions of dollars in the market value of crops is causing some dismay among the agricultural population and militating against free spending.

8. Wages of labor, in general, are not falling in line with the decrease in material costs.

9. Imports are still growing.

The following are mentioned as favorable factors:

1. The season's crops, in nearly every line, are unusually bountiful.

2. The weeding out of unsatisfactory workers, rendered possible by slackened demand, has favorably affected the efficiency of labor.

3. Canada's creditors are, very largely, Canada's own citizens.

4. The view of many authorities is that chaotic deflation in most lines is about at an end.

5. The deadlock in buying between manufacturer and retailer, which has brought so many factories to a standstill, appears to be breaking. The general feeling is that commodities are now at a purchase.

6. The cost of living has gone down ten or fifteen per cent., paving the way for a readjustment of wages.

7. The stock markets, which are generally a sure indication of the trend of business, appear to have taken on a firmer tone.

8. The resources of this country are so great, and the mental and physical calibre of its population is so high, that every Canadian believes that the country cannot suffer anything more than a very temporary set-back in its development.

Second Annual Convention of the Shoe Manufacturers' Association of Canada

Representative Gathering of Shoemen in Toronto—Atmosphere of Optimism Prevails—Hear Views of Well-Known Leather and Shoemen on the Situation—Interesting Reports and Addresses and Splendid Entertainment—Committee to Take Up Matter of Dating, Contracts, Etc., with Retailers

THE Second Annual Convention of the Shoe Manufacturers' Association of Canada, held during the two days, Tuesday and Wednesday, January 25-26, was a most interesting and successful affair. Representatives of nearly one hundred firms registered, and a large number of travelling men also gathered in during the sessions. Several interesting addresses were presented, bearing, for the most part, on the present situation in the shoe and leather industry, and the opinions of prominent and able men, who have studied conditions from all angles, who are keeping their eyes on the markets of this country and of the world, and who have based their conclusions upon the surest information and the widest experience, will be read with

Mr. Jos. Daoust, president-elect of the Shoe Manufacturers' Association of Canada.

the keenest interest and benefit by the trade at large. We would advise our readers to pay particular attention to the reviews of the Upper Leather and Sole Leather situation, by Hon. E. J. Davis, of the Davis Leather Co., and Mr. L. J. Breithaupt, president of the Breithaupt Leather Co., respectively. Another very valuable paper was presented by Mr. F. W. Knowlton, of the United Shoe Machinery Co., on "The Shoe Manufacturing Trade of Canada as Seen from a Machinery Point of View."

A number of important resolutions were also brought forward and passed, nearly all of them dealing with matters affecting the relations of the shoe manufacturers with the Government, the retail trade and the public.

Entertainment was not forgotten. The men of Quebec have a reputation for right-royal hospitality, which was fully sustained at the 1919 convention in the city of Quebec, but, after the reception they received in Toronto, the feeling among the visitors from the French-Canadian province was that their Ontario compatriots were not a whit behind in the hospitable arts and graces. Messrs. Beardmore & Co. tendered a splendid banquet to the association, after which the guests adjourned to the palatial Beardmore residence and the remainder of the evening was spent most enjoyably. On the following night, Wednesday, the annual convention banquet was held in the King Edward Hotel, Sir Henry Drayton, the Minister of Finance, and Mr. A. Monro Grier, K.C., being the guests of honor and speakers of the evening. Excellent music provided by well-known local artists also added to the pleasure of the event.

The manufacturers were also the guests of the tanners at luncheon on Wednesday, which was presided over by Mr. Geo. Lang, president of the Lang Tanning Co.

Greetings to the Visitors

The convention opened at 10.30 a.m. on Tuesday morning, with the retiring president, Mr. F. S. Scott, M.P., in the chair. Messrs. S. H. Parker, vice-chairman of the Ontario Shoe Manufacturers' Association, and F. H. Ahrens, chairman of the Ontario Shoe Manufacturers' Association, and Mayor T. L. Church, L.L.D., took part in the official welcome of the members to the city of Toronto and the province of Ontario. Toronto's popular and widely-known Mayor spoke first, extending most hearty greetings to the visitors, and all good wishes for the success of the association in its work during the coming year. Mr. Parker then presented a brief address in French, in deference to the French-Canadian members, after which Mr. Ahrens spoke in English, welcoming the visitors on behalf of the Ontario Shoe Manufacturers' Association.

Reports

The minutes of the First Annual Meeting were taken as read, and then followed the reports of the secretary-treasurer, Mr. Henri Viau, and the reports of the National Advertising Committee and the Tariff Committee.

The secretary-treasurer, in his report, referred to the various activities of the association during the past year. Among these were mentioned: the standardization of cartons; export trade (an export branch of the association may be formed in the near future); co-operation—the more harmonious working together of the various district associations and exchange of views on questions of national interest; the shoe and leather fair; the tariff; the Made-in-Canada campaign; curbing the "dumping" of U. S. shoes; fraudulent adver-

tising; checking of cancellations—it was stated that a new department had been organized to deal with this question and so far the names of thirty delinquents had been reported who were cancelling bona fide orders or returning goods bought in good faith.

The secretary-treasurer's financial statement showed the association to be in a sound condition financially.

National Advertising Committee's Report.

The report of the National Advertising Committee —which contains a complete outline of the shoe manufacturers' advertising campaign and the results accomplished—in the absence of Mr. J. D. Palmer, the chairman of the committee, was presented by Mr. Alex. Marshall, secretary of the Ontario Shoe Manufacturers' Association, and, on motion of Mr. Ainsley, seconded by Mr. Corson, was accepted.

The report of the National Advertising Committee pointed out that the plan of publicity involved the use of about 170 daily and weekly newspapers, magazines, farm publications, labor papers and trade papers carrying a series of six large advertisements, French papers and English papers being utilized proportionately. The next feature was a booklet telling the Made-in-Canada shoe story to the retailers and conveying suggestions as to how the retailers should link up with the campaign. Essay contests for school children, for retailers and their clerks and for the manufacturers' and jobbers' salesmen were inaugurated in this booklet. The committee also arranged for the publication of the survey of the shoe industry by the Canadian Reconstruction Association. Another feature was their motion picture, entitled "Sole Mates," which illustrated the various processes and activities in the shoe and leather industry from the time the hides were on the cattle till the shoes were sold in the retail store. The association owns over 2,000 ft. of negative and six prints of this film, which has played in about 100 theatres in Ontario, Quebec and the Maritimes. Western circulation is now being arranged.

As to the results, the report points out that the object of the campaign was not, primarily, to sell shoes, but to inform the public of the extent and importance of this industry. It is stated that there are evidences from many quarters that the people of Canada have been weaned from an antagonistic feeling to the shoe manufacturers to one of sympathy, and frequent reports from unbiased sources are coming in that more and more Canadian people are insisting on having Canadian-made shoes.

It is also pointed out that the newspaper men themselves have become apprised of the facts about the industry, and that anything dealing with the shoe industry is now considered real news and finds a place much more readily in their columns. This was illustrated when the Luxury Tax was being discussed — although twenty or more trades were affected, almost invariably, about a quarter of the space was given over to the statements of people connected with the shoe manufacturing trade.

Tariff Committee Report Presented

The report of the Tariff Committee consisted mainly of a review of the statement submitted to the Tariff Commissioners, during its sitting in Montreal, on Nov. 15, representing the position of the boot and shoe manufacturers of Canada on this question. As this statement received the fullest publicity in both trade and daily press, it would seem superfluous to print the text again. The committee declares that "had the association not submitted the facts that are now in the hands of the government, as a result of the report, no doubt the decision of the Tariff Commission report to the Government would have been disastrous to the shoe industry of Canada."

The convention luncheon was held at 12.30 and the members assembled again in the convention hall at 2.30 for the afternoon session, which opened with the address of the retiring president. Mr. Scott's address is printed below.

The Presidential Address

The shoe manufacturing industry in Canada has passed through the most unsettled and unsatisfactory year in its history. The conditions which existed were by no means confined to Canada, but have been world-wide.

During the war, prices of all classes of materials advanced to unheard of levels, and the cost of producing leather footwear for the Fall season of 1920 was the highest ever known. In the short space of a few months, these conditions were completely changed. The demand for footwear abated in a remarkable way. Hides and skins accumulated in dealers' hands, and the prices of these raw materials dropped in many cases to lower levels than obtained previous to the war. It was inevitable that such a readjustment would bring enormous losses to the industry. During the war much was heard of profiteering in various lines. To-day, the average man or woman has little or no conception of the losses that have occurred in almost every line of business.

In this connection the silence of the press at this time is in marked contrast to their activity when conditions were reverse. It is generally conceded that insofar as the shoe and leather industry is concerned, the bottom in prices has been reached, and that from the present time on, we can look for a gradual return to more normal conditions.

Your executive have been called upon to deal with many questions affecting the trade during the year. Strong representations were made to the Dominion Government regarding the adverse effect of the luxury tax. It was a source of great satisfaction to the entire trade, manufacturers, wholesalers and retailers, when it was abolished. A memorandum on the tariff question as applied to the shoe industry was prepared and submitted to the members of the Government who formed the Tariff Commission.

A Style Show was held in the city of Montreal in July last which proved to be a great success, and gave evidence of the great progress that has been made in the shoe industry in Canada. While conditions at that time were most unsettled, there can be no doubt that much good resulted, and it is to be hoped that the show will be continued in the future.

An advertising campaign was also entered upon, having for its object the encouragement of the consumption of Canadian made shoes. A committee under the chairmanship of Mr. J. D. Palmer handled this work in a most capable way, and its activities will no doubt have far-reaching results.

While we believe that the most difficult period of readjustment has been passed, doubtless many difficulties still confront us. There will be much work for the incoming executive to do.

The question of the appointment of a secretary who could devote his entire time to the work of the

Mr. J. D. Palmer, First Vice-President.

Mr. J. E. Warrington, Second Vice-President.

Mr. T. H. Rieder, Executive.

members should receive your consideration and thought.

I wish to express my appreciation of the assistance and co-operation I have at all times received at the hands of my fellow officers and members, and assure my successor of my desire to assist him in any way in my power during his tenure of office.

Officers Elected for 1921

Following Mr. Scott's address, the report of the nominating committee was presented, and was unanimously adopted. The following are the officers of the association for the year 1921:

Honorary president, Mr. F. S. Scott, Getty & Scott, Galt, Ont.; president, Joseph Daoust, Daoust, Lalonde & Co., Montreal; first vice-president, Mr. John D. Palmer, Hartt Boot & Shoe Co., Fredericton; second vice-president, Mr. J. E. Warrington, John Ritchie & Co., Quebec; Executive: Mr. J. Leckie, J. Leckie & Co., Ltd., Vancouver; Mr. C. S. Sutherland, Amherst Boot & Shoe Co., Amherst, N.S.; Mr. Oscar Dufresne, Dufresne & Locke, Ltd., Montreal; Mr. D. F. Desmarais, La Duchesse Shoe Co., Montreal; Mr. T. H. Rieder, Ames, Holden, McCready, Montreal; Mr. H. E. Moles, J. & T. Bell Co., Ltd., Montreal; Mr. H. V. Gale, Gale Bros., Ltd., Quebec; J. E. Samson, J. E. Samson Co., Reg'd, Quebec; Mr. David Marsh, Wm. A. Marsh Co., Ltd., Quebec; Mr. F. H. Ahrens, Chas. A. Ahrens, Ltd., Kitchener; Mr. S. H. Parker, Solid Leather Shoe Co., Ltd., Preston; Mr. G. W. McFarland, Williams Shoe Co., Ltd., Brampton; Mr. A. Brandon, Brandon Shoe Co., Ltd., Brantford; Mr. J. A. Walker, Walker, Parker Co., Ltd., Toronto, and Mr. Raoul Lanthier, Kingsbury Footwear Company, Montreal.; secretary-treasurer, Henri Viau.

When the new officers had been elected, Mr. F. S. Scott vacated the chair in favor of Mr. Jos. Daoust, the new president. Mr. Daoust spoke briefly on his acceptance, thanking the members for the honor they had done him and assuring them of his best efforts on behalf of the association. He also spoke of the work that lay ahead during the coming year. "The more I study the results of association work," he said, "the more I am convinced that we must have an organization of this kind. We are this year to see the revision of the tariff and, as an indication that this association has some weight with the government, I may say that one of the members of the Tariff Commission, Senator Robertson, recently wrote me, as the coming president of this body, inviting me to go to see him in Ottawa and discuss with him the question of the tariff, before he makes up his mind on it. He wanted to talk the matter over with a representative of our association before reaching a decision as to whether the tariff should be revised one way or another. I will try and convince the Minister of Labor and also the Minister of Finance that we need the protection we now have."

Mr. Daoust repeated his remarks briefly in French.

The next item on the programme was a written address by Hon. E. J. Davis, of the Davis Leather Co., which, in his absence, was read by Mr. G. W. McFarland. This excellent review of the upper leather situation appears on another page of this issue.

A representative of a company manufacturing a collapsible steel container for shipping of shoes was introduced to the convention and explained the advantages of his product. The container, it was stated, could be used several hundreds of times, and would pay for its cost in perhaps seven to ten shipments, in the saving effected by eliminating the use of fibre or wooden cases which are scrapped after being once used.

Important Resolutions Passed

A number of resolutions were then brought forward. The following, moved by Mr. J. A. Warrington and seconded by Mr. Duffield, dealing with the Business Profits War Tax, was unanimously carried:

"Whereas the present Business Profits War Tax is detrimental to the expansion of the Shoe Industry in Canada, absorbing as it does profits which should be reinvested in the business and preventing the investment of new capital in Canadian industry;

"Be it resolved that the Dominion Government be urged to discontinue this method of taxation."—Carried.

Mr. F. S. Scott spoke to this resolution. "From the beginning," he declared, "I was strongly opposed to the Business Profits War Tax. It is a vicious principle, and in the end it hampers and hurts business. I feel an organization such as this cannot place its views

too strongly before the Government. There are concerns to-day in Canada and the United States financially embarassed which a year or two ago paid large amounts to the Government through the operation of this tax. The average person does not know what a burden it has been. During the war, when conditions were critical, we were willing to submit to anything that seemed necessary, but now that things are changed, I think this Business Profits Tax is one of the first things that should go."

In Great Britain, Mr. Scott pointed out, the tax was entirely different. It was an excess profits tax, and a firm was allowed to make as much as the average of any three years prior to the war before its earnings became subject to the operation of the tax. The system applied in Canada was infinitely more vicious and severe than the British tax.

Resolution on the Tariff

The following resolution, moved by Mr. Geo. Blachford and seconded by Mr. W. F. Martin, was unanimously adopted:

"Whereas if the Canadian shoe industry is to operate on the lowest economical cost basis and to continue to supply shoes at fair prices, it requires the full support of the domestic market;

"Be it resolved that the Shoe Manufacturers' Association of Canada, in convention assembled, recommend to the Government of Canada that no reduction be made in the tariff items 611 and 611a, Boots and Shoes, and also recommends that more stringent regulations be put in force by the customs authorities to protect the Canadian market from unfair dumping." —Carried.

Resolution re Sales Tax

The following resolution re Sales Tax, was moved by Mr. W. F. Martin and seconded by Mr. F. H. Ahrens:

"Whereas the shoe industry is in favor of taxation in the form of sales tax;

"Be it resolved that this association recommends that this tax be collected exclusively at the source from wholesalers and manufacturers."—Carried.

An addition to the resolution was suggested by Mr. Martin to the effect that the Government be requested to extend the time for paying this tax, so that in the meantime the manufacturer would have received the amount of the tax from the retailer and would not be kept out of the money for a considerable time as is frequently the case under present circumstances.

The resolution, with the addition, was carried.

The object of the resolution, as explained by M F. S. Scott, was to assure the Government that the manufacturers were satisfied with the present sales tax, but that they were opposed to its extension to the retail trade. He believed that would be the wrong plan, and that the retailers as a whole would greatly prefer it to be left as at present.

On Wednesday morning, Mr. Daoust, on assuming the chair, referred to the presence of some prominent members of the retail trade. He said that he was glad to see old faces, and that the retailers were always welcome, for the manufacturers had no secrets to discuss behind closed doors.

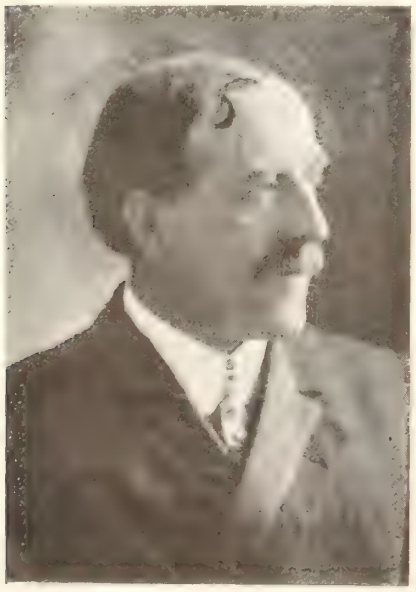
The first item on the programme was an address by Mr. L. J. Breithaupt, president of the Breithaupt Leather Co., Kitchener, who spoke in a most interesting way on the present conditions and prospects of the sole leather market. This address appears elsewhere in this issue.

"How to Hold a Customer" was the subject of an excellent address by Mr. Peter A. Doig. Before coming to the actual topic of his talk, Mr. Doig touched upon the present situation in the footwear industry. He used an interesting metaphor to illustrate his point. "We have been in heavy fogs," he said, "and our boat has been hardly moving at all, the captain and boatswain and the crew have been doing nothing but taking soundings. But, as when a fog is lifting on the sea, one sees the little white light beginning to appear in the heavens, so now the little white light of returning prosperity is making itself visible, and soon these heavy mists will all be cleared away.

Mr. Doig read letters from Sir Frederick Williams-Taylor and Premier Meighen containing messages for the members of the association. Both, while not minimizing the difficulties of the situation, took an optimistic viewpoint of the future.

"How to Hold a Customer"

Getting down to the question of "How to Hold a Customer," Mr. Doig had some interesting and humor-



Mr. A. Brandon, Executive.

Mr. Raoul Lanthier, Executive.

Mr. C. S. Sutherland, Executive.

ous remarks to make. "You know," he said, "that we do ask ourselves silly questions at the beginning of a trip—I wonder if we are going to have so and so's business this season. We repeat that question at the outset of every season, and the thought has come to me very forcibly as to why we need have any doubt. What cause have we to fear that this customer or that customer who bought our goods last year will not do so again this year? Is it that we have shipped him inferior merchandise? Is it because we have neglected him, or have not given him rock-bottom quotations? We ought to render such service to our customers that they become wedded to us. We ought to be able to depend upon their trade from season to season.

"Then what is necessary in order that we may be in a position to handle our business in this way? You know we do business in such a free and easy fashion, and leave so much to chance. Orders are taken in a sort of haphazard way that is not business-like: What we want is a clean-cut proposition that is a contract. The prices should be set and the terms set, and it ought to be understood that no goods can be sent back without your customer first submitting a sample of the line he is criticizing. In this way our business will be placed upon a sound basis, and we will be able to give better service to our customers.

"If we are to hold a customer, it is not by going out and treating him, nor is it by sending out a salesman that is able to entertain him. What we want to do is this: Produce the goods equal to sample, and have them properly represented. Most travellers I meet like to go out and represent a firm that has some honor in it and that is the kind of firm whose merchandise is easy to dispose of."

"Grains of Salt"

Here are some terse epigrammes regarding the treatment of customers, which Mr. Doig handed out to his hearers:

"Don't try and buy the good will of your customers —merit it!"

"Set high standards—a real man lives up to them. Don't go to work and feel that shoe manufacture are a bunch of fellows without principles."

"Don't play upon the ignorance of your customers. He may not be able to make shoes, or to compare their quality with those of another firm, but his guarantee that the shoe is right should be your ability to produce it."

"Give service in all its fullness."

"Charge your proposition with real life. By this I mean: quality finish, attention to detail and, let us say, friendship. Our business relations are our opportunities of meeting other men, and if we can only ring true, we will find they are looking for sincere acquaintanceships that may develop into closer friendships."

Standard Form of Agreement Urged

"What I feel we should do before this convention closes is to form a committee to get together with the committees of the travellers and the retailers and form some sort of agreement, as to a standard form of order, that would suit everybody. In this way, our business would be on a sounder basis, and we would avoid the misunderstandings by which we lose some of our best customers."

Following Mr. Doig's address, an interesting paper on the "Peculiarities of the Quebec Market" was read by Mr. Chas. Holmes, vice-president of Le Prix Courant.

Mr. Holmes gave a great deal of interesting information about the French-Canadian province, its people and its industries. He pointed out that the French-Canadians, being of a different race and temperament, must, in a sales' campaign, be approached in a different way from the people of the English-speaking provinces. Being a Latin, he was very often guided by sentiment, and therefore needed treatment particularly suited to his temperament. Mr. Holmes also urged that the dual language in Canada must be faced as a fact and as an element in Canadian business, and that any attempt to force English upon the French-Canadian was un-British.

In courtesy to the retailers, who were represented in the audience by President Gales, of the N.S.R.A. of Canada; the past president, Mr. Warren T. Fegan, and the secretary, Mr. Howard Blachford. Mr. Daoust called upon Mr. Fegan to speak.

Mr. Fegan, on rising, first offered his congratulations to Mr. Daoust upon his election to the office of president, and to the association in having Mr. Daoust for this office. Continuing, he spoke of present conditions and the circumstances which led up to them. "As a retailer," he said, "I feel that there were three things that tended to make conditions as they are. First of all, I think the press was largely instrumental in causing the general public to back up and refuse to buy. The next thing was the imposition of the Luxury Tax upon the retailer, and the third was the withholding of credit by the banks. Now, I don't know what you have done with regard to publicity or to influencing the newspapers to take the attitude they should at the present time. I claim that in justice to the shoe trade in general, the press should give equal prominence to headings indicating the present conditions as they did to headlines regarding the "Crash in Prices." I am very glad to say that since the Luxury Tax was taken off, the public have shown their appreciation by buying more freely and the general feeling is improved. I think we retailers are looking forward to again establish our business on a really sound basis, and go ahead with a swing."

Luncheon Tendered by Canadian Tanners

At noon on Wednesday, the members of the Shoe Manufacturers' Association were the guests of the Canadian tanners at a splendid luncheon in the King Edward Hotel. Mr. Geo. Lang, of the Lang Tanning Co., occupied the chair, and after the good things had been disposed of, made some very humorous and interesting remarks. "The time has come," he said. "when shoemen and leather men must get together as Canadians, if we want to make something of this great big country. We have a wonderful country, with wonderful resources, and a great opportunity lies before us. Now you shoe manufacturers have done wonders during recent years. You are to-day making as good a product as is made any place in the world. You have done that on your own initiative, and, I sometimes think, at your own cost. I don't think the shoe manufacturer has come into his own. Why aren't you fellows millionaires? You ought to be, every one of you. However, your time is coming, but we have to produce the goods and please our people whether we become millionaires or not.

"Now we have an opportunity to-day of getting together and knowing each other. A gathering of this kind can only be of real good, if we go back home with bigger hearts and broader views. And I hope that is

how all of us, both tanners and manufacturers, feel about it. But remember, when this convention meets again in Toronto, the tanners won't be satisfied with a luncheon, they'll want a whole day or an evening at least to entertain their good friends, the manufacturers."

Mr. Lang then called upon Mr. F. S. Scott to speak.

Mr. Scott expressed the thanks of the manufacturers for the hospitality of the tanners, and made reference to Mr. Lang's remarks regarding the shoe manufacturing industry. "The road of the shoe manufacturers," he said, "has been a difficult one, as Mr. Lang has pointed out. However, we all feel that the promises of the future are bright. We, as manufacturers are proud of our own industry, but we are also proud of the position occupied by the tanning industry of the Dominion of Canada. One of the greatest problems this country has to face is that of export trade, and when we consider the exchange situation and the necessity of Canada going into the markets of the world with her products, it is a matter of congratulation that the tanning industry is in such an exceptional position for doing an export business as at present."

Mr. Daoust was also called upon to speak. "I have noticed here," said Mr. Daoust, "that the shoe manufacturers are being spoilt by the tanners. I believe it is in the tanning business that the money is made, if we can judge from the entertainment last night and to-day. The tanners of Ontario are all millionaires, and if we Quebec men come down here often enough, perhaps we shall be able to learn how the money is made.

"On behalf of the shoe manufacturers of Canada," concluded Mr. Daoust, "I tender our most cordial thanks for the princely reception we have had in this city."

"Heaven knows!" said Mr. Lang, "I think we had better ask him to speak." And on this invitation, Mr. Heaven, of the Anglo-Canadian Leather Co., told a good story. "A man passing through my office the other day called out to me, 'How's business?' I said 'Fine!' 'Do you know,' said he, 'what I would be if I had said what you have just said now?' And with that he walked out and closed the door. I thought for a moment and then ran to the door and called after him, 'Yes, I know what that word you were thinking of is—you'd be an **Optimist.**'

"And I think," said Mr. Heaven, "we can afford to be optimists now. Business is like a man who has over-indulged and has had to take a dose of medicine, but after it has taken effect, he feels better than before he swallowed it. So I feel that this country will be in better shape after we get over this temporary lull, than it was before."

Wednesday P. M. Session

The first item on the programme of the afternoon session was a paper by Mr. F. W. Knowlton, of the United Shoe Machinery Co. of Canada, on "The Shoe Manufacturing Industry of Canada as Seen From a Machinery Point of View." This paper appears on another page of this issue.

Next was an address on "Co-operation Within and Without," by Jas. Acton, of the Acton Publishing Co. Mr. Acton spoke first briefly in French, and afterwards in English. He explained the plan of organization followed by the United Typothetae of the United States and Canada, many points of which he thought could be applied with benefit by the shoe manufacturers.

Resolution re Government Orders

The following resolution, moved by Mr. G. W. McFarland and seconded by Mr. J. V. Lagace, was carried unanimously:

"Whereas the unemployment situation throughout the country is serious and in a great many lines of industry an actual depression exists;

"Be it resolved that the Provincial and Federal Governments be urged to place orders for their anticipated requirements immediately and commence operation on all necessary public works without delay and that in all cases when possible, domestic products should be used."

The session was then thrown for suggestions to the incoming executive.

Mr. T. H. Rieder, president of the Ames-Holden-McCready Co., said he believed this coming year was one when the shoe manufacturers would have time to work out new ideas. He referred to the recent meeting of the furniture manufacturers, where, he had been interested to read, they had adopted a uniform cost system, and thought the shoe manufacturers might follow their example. Now was the time to plan ahead.

Mr. Daoust felt that the lack of a proper cost system was a great detriment to many manufacturers, and it was not only those who lacked such a system who suffered, but also other members of the trade, who were thus subjected to unfair competition.

The Question of Dating

Mr. A. A. Amburst, of the Lady Belle Shoe Co., brought up the question of dating. The usual terms, he pointed out, are April and October, and, in very many cases, May and November. The shoe trade was the only one in which these long terms were given. "By selling on these terms," he said, "you are crowding the retailers; and if the terms were shorter you could go out and ask him for a repeat order without feeling that you were crowding his payments. I believe if we had shorter terms, we could reduce our prices in proportion, while the trade would be more steady, and demand would vary less throughout the year.

Mr. Peter Doig suggested that a committee should be formed to co-operate with the retailers, so that they might advise their own members as to the advantages of these reduced terms, and also to get in touch with the travellers in the same way. "The leather men," he said, "used to give the manufacturers six months, and then they suddenly cut it down to ten days, and business has gone as usual. We don't want to give the retailers the idea that we are imposing something on them against their will, but rather that we are introducing something that will work to our mutual benefit with their co-operation."

Mr. Amburst said he heartily approved Mr. Doig's suggestion that a committee be formed for this purpose.

Mr. Sharp, of the firm of J. & M. Cote, said that he had carried out that idea with his own customers. He had had no dating ahead, but had said to his customer, "you can have the goods when you like, but they must be paid for at the time." He had been selling for forty-three years, and had found that if the goods were right, the terms did not cause trouble.

N. B. Detwiler, of the Hydro City Shoe Mfrs., Ltd.,

was also in favor of the suggestion regarding reduced terms.

Mr. Rieder moved that a committee of five be appointed (three distributing to the retailers and two to the jobbers) to take this matter up with the representatives of the trades concerned.

Mr. J. A. Warringon, of the Jno. Ritchie Co., suggested that this committee should be appointed to take up other matters with the retailers as well, such as contracts, etc., and Mr. Rieder withdrew his motion in favor of Mr. Warrington's, which was carried unanimously.

Mr. Daoust read a letter received from Mr. Geo. A. Slater, of Montreal, expressing his regrets at his inability to be present at the convention. Mr. Slater's communication also made reference to the matter of "dumping" of U. S. goods, which he thought should receive particular attention by the members.

Address by Mr. F. W. Knowlton on "The Shoe Manufacturing Industry of Canada as Seen from a Machinery Viewpoint," will appear in the next issue of "Footwear."

Mr. Rieder suggested that it would be well to take a vote of confidence, to show that the incoming executive had the entire support of the members.

Mr. Warrington seconded this resolution, mentioning among other things the fees, which he thought were ridiculously small.

Mr. G. W. McFarland also spoke supporting this motion, which was carried unanimously.

The convention closed with a motion by Mr. Doig, seconded by Mr. Marsh, expressing the thanks of the visiting delegates to the committee who had made the arrangements for the accommodation and entertainment.

What Should the Trade Strive for in 1921?

APART from individual aims and enterprises, it is necessary that the members of the footwear industry have a common objective to strive for in the year 1921, if they are to restore the industry to a safe and normal basis in the least possible time. An interesting contribution on what this common objective should be comes from Mr. W. A. Coles, of Universal Shoe Machinery, Ltd., which we print below:

Montreal, Jan. 8, 1921.

Editor, Footwear in Canada:

The chief issues which can boost the business men of Canada today are, first, the present exchange rate against us and how to rectify it, and second, the present business stagnation and how to overcome it.

To the writer's way of thinking, mental and personal attitudes are a larger factor in the successful accomplishment of our daily transactions or achievements than people generally imagine. A great deal can be said with reference to how to overcome the tendency toward negative and unhealthy attitudes, but the greatest weapon we could use against them is good-will and boosting, and everlastingly meeting our long-jawed neighbors with a cheero' for the to-morrow. Whether it be at home, at the club or at our places of business, we could strive to discourage "The Undertakers' Attitude" which dwells upon how depresed conditions are and what a long time they are going to last

Before suggesting a remedy let us diagnose our case.

While we were busy making munitions, etc., for war purposes, abundant prosperity visited the homes of large numbers who had never tasted of it before. Many thousands who had never been able to buy luxuries were then making easy money and spending it so fast that the purchase of luxuries was greatly inflated. Earnings were expended on motor cars, theatre tickets and in a hundred and one unnecessary ways which were a mere waste and which in due time created a tremendous trade balance between Canada and Great Britain and the U.S.

In the meantime merchants were stocking to the roofs; speculating daily on the increase in price of hundreds of articles. This speculation increased to such proportions that frequently commodities advanced several times a week until the public realized the fact and ceased purchasing.

The effect was as mentioned before, namely, a depreciation of the Canadian dollar and business stagnation. If the Canadian people will only realize the seriousness of the situation, they may apply the necessary remedy by voluntarily restricting their purchases of imported goods whenever possible.

Another remedy too has already been suggested: Boosting and optimism can do more to restore trade than all the discount sales in the world. Personally, the writer believes discount sales are a real evil. It is far better to reduce the regular stock tickets, as the buying public have no faith in discounts or discount sales.

It should also be remembered that there are numerous factors which warrant confidence on the part of the public, the merchant and the manufacturer.

First—wages still have a purchasing power as great as during the war.

Second—reduction in prices have already stimulated purchasing, and goods cannot at present be reduced lower.

Third—The ultimate consumer will soon be purchasing as freely as under normal conditions, and stocks are being steadily reduced.

Fourth—As soon as these surplus stocks have been absorbed, production must be continued on a basis which will give reasonable returns to the producers. It will therefore soon be necessary to place spring orders.

"What the trade should strive for in 1921," should be, first, to immediately lower their prices and profits to the minimum, and then establish confidence in the minds of the public that this has been done, secondly, to create an optimistic viewpoint—as contempt breeds contempt, so optimism breeds optimism; third, to boost, build and boom Canada and Canadian goods, and fourth, to overcome our present exchange rate by purchasing Canadian goods in Canada.

Canada's trade in 1920 showed an increase of $464,000,000 over 1919. Unfortunately more than 90 per cent. of this is represented by increased imports.

The Upper Leather Situation

Hides Alone Reduced in Cost—Practically Everything Else at War Peak Prices—Indications That Present Leather Prices are Safe—January Shows Business Improving —Necessity of Buying Canadian Goods

Address by Hon. E. J. Davis*

THE year 1920 has been the most extraordinary that any of us have experienced, it matters not how long we have been engaged in any branch of the footwear and leather industry. It began with prices higher than had ever been experienced in the past. The demand for leather in shoes was unprecedented, our chief difficulty being to supply goods as fast as our customers demanded. Monthly sales were larger than ever before, this condition continuing until about the end of May. Then suddenly there came a very marked falling off in demand in the United States, which increased rapidly during the next few weeks, resulting in an avalanche of cancellations by the shoe jobbers and retailers and, soon after, Canada passed through the same experience. Everybody apparently by common consent stopped buying and shoe manufacturers and tanners found themselves in the position of having raw material, which they were compelled to arrange for to fill contracts on their books, and it was almost impossible for various reasons to make deliveries.

Slump Unexpectedly Sudden.

Then prices began to drop and continued steadily downward until about the first week in December, and while every prudent business man must have known as soon as the war closed that prices could not continue at the dizzy height which they had reached as a result of the greatest war in the world's history and that it was necessary to prepare in advance for that condition which was sure to come, very few, I am sure, expected that the drop would be so sudden, resulting in an almost absolute stoppage of business.

The tanners generally reduced their input, reduced their working force, ran shorter hours with what they had left, and some even temporarily closed as far as you can do that with a tannery.

The shoe manufacturers found themselves in the same position. Some factories were closed, others ran short time with reduced staffs and the year closed with the most unsatisfactory situation for our trade.

The difficulties that the last six months have brought to us all I need not enlarge upon. Each one will have their own experience and it has been one that will not be forgotten during the life-time of any of us.

The present situation, however, and the outlook for 1921 is one in which we are all vitally concerned and any light and information we can obtain that will assist us will be to our great advantage. I always hesitate to attempt to foretell the future, but there are some general principles in business which perhaps one might safely apply to the present situation.

Prices Now On Solid Ground.

In the first place, since the first of the year there are many indications which would seem to show that solid ground has been reached so far as prices are concerned. This is assuming that in our December inventory we have made our losses and placed our price list on a reasonable replacement basis. There is reason to believe that tanners and shoe manufacturers have followed this course. As to the shoe jobber and retailer, I am not in a position to speak with as much knowledge of the situation, but as they had the advantage of the rising market the same as the tanner and shoe manufacturer they must expect to clean out their old stock at a reasonable price, as they can replace them for much less money. We may as well all make up our minds that war profits are a thing of the past, and we must all get down to hard work, economical production and small profits in keeping with the financial conditions and purchasing powers of all the countries of the world.

Pre-war Prices for Leather Impossible.

There is a statement that you may have heard during the last few months, or perhaps some of you have made the statement yourselves, that if hides and skins were at a pre-war basis leather also ought to be at a pre-war basis. May I show the impossibilities of that statement being true when I say that practically everything that goes into the manufacture of leather continues at war peak prices.

Take the question of labor. Hours have been shortened since pre-war times, wages have been increased enormously and although there is unemployment, which we all regret, most of us are paying the highest wages that were paid during the war.

Then take the question of freight rates, which is a heavy one in the tanning business. They are practically double what they were before the war.

Coal is in the same situation, and while it has reduced recently to some extent it still costs more than twice as much per ton to lay it down at the plant as it did before the war, and the reason for this is the increase in wages at the mines and in freight rates.

Hemlock bark, dyes and chemicals all are very much higher than before the war and with little apparent prospect in the near future of any important reductions being made as wages and freight enter into these goods.

We also have certain taxes which were not in operation before the war which require to be paid whether there is any profit or not in the business, such as the sales tax, stamp tax on notes, drafts and checks which in the aggregate, in a large business, means a very considerable sum which has to be added to costs.

We also have increased express rates, telephone rates, railway passenger rates and Pullman rates, all of which add to the cost of manufacturing and which did not prevail previous to the war.

Taking all these things into consideration it should be safe to operate on to-day's leather prices.

New Year Showed a Turn for the Better.

Since the beginning of the year we have found a greater feeling of confidence in the trade and have received more orders than during any month, up to the same date, for the last four of five months, and all want prompt shipment, an indication that stocks are

*Read by Mr. G. W. McFarland.

light. There is evidence on every hand that the people generally in Canada are stopping, to a great extent, the extravagant expenditures of money in ways that do not result in any permanent advantage, and that attitude must send more money into the channels that provide food, clothing and the real essentials for the comfort of our homes, and in that class our product is very important and ought to be advantaged by that condition of mind.

National economy, also, is an important element in aiding legitimate business. That does not mean to stop all expenditures but that our money should be spent in the development of our country and in ways that will bring reasonable returns to the citizens of Canada. To this end, as an association, and as individuals, we should impress upon the Dominion Government, and the various provincial governments of Canada, and the councils of the municipalities where we reside the importance of exercising proper economy in the distribution of public money and of seeing that a dollar's value is received for every dollar expended.

The taxation levied by every government in Canada, and by practically every municipality in Canada, has been increasing rapidly during the last few years, and the tax bills of the people in the aggregate are really becoming very burdensome. This reduces the purchasing power of the people and is a drawback to business developments.

The Importance of a Contract

Will you allow me to again impress upon you the importance of a contract? It is impossible to run business in a satisfactory manner unless both parties to a contract feel their responsibility of living up to its terms and conditions. Had that course been pursued during the past six months in the United States and Canada there would not have been anything like the difficulties, perplexities and losses that very many have improperly sustained. This principle should be impressed strongly in all of our three associations—tanners, shoe manufacturers and shoe retailers.

Buying At Home.

There is another feature I would like to refer to, and I do so with confidence because I believe the shoe manufacturers of Canada are making as good boots and shoes as can be purchased anywhere, giving real value. It is difficult to understand why shoe buyers should go to another country to obtain that which can be found at home. The shoes they import into Canada they expect to sell to Canadian people and by buying outside they are taking away from the shoe workers of the Dominion of Canada their livelihood, reducing their purchasing power and limiting the number of shoes that ought to be bought in Canada. This is a matter that is worthy of the most careful consideration of every shoe jobber and shoe retailer in the Dominion. If there ever was a time that we should stand by Canada to help develop her industries to enable us to carry the load of war debts, which we have to face in the years to come, that time is now. Let us all do our share.

In conclusion, let me say that I have the most pleasant recollections of the kindness and abounding hospitality extended to me at the meeting held in Montreal when your association was finally organized, and sincerely hope that at this meeting of your association in Toronto the Ontario members will have an opportunity to reciprocate in extending hospitality to the members of the association from the province of Quebec. As the members of the association from the different provinces meet together from time to time and become better acquainted they find more good qualities and more to be admired in each other than they had appreciated or understood in the past. Co-operation should be Canada's model to-day, and whether we are Catholic or Protestant, French or English-speaking, we are brothers all as citizens of this great Dominion.

Then, 60 Pairs a Week—Now, 5,000 Pairs

Mr. Albert Charron, shoe manufacturer, Contrecoeur, P.Q., has had 25 years' experience in the shoe industry. Mr. Charron held positions in several Montreal shoe factories prior to going into business for himself at Contrecoeur in 1898. His father was also a shoe manufacturer at St. Henry, P.Q.

Mr. Albert Chareon

Mr. Albert Charron commenced operations at Contrecoeur with an output of 60 pairs per week. This number has been steadily increased from time to time, and he now ships approximately 5,000 pairs of women's, misses', children's and infants' turns per week.

The Milwaukee Convention

The Tenth Annual Convention of the National Shoe Retailers' Association at Milwaukee, Wis., Jan. 10-13, was a very elaborate and brilliant event, and it appears to have an effect in stimulating business. It is declared that the retail shoe merchants of the United States have resumed buying, and there is a general feeling that it is time to set the whole trade moving.

There were a number of very interesting and valuable addresses, but owing to lack of space it is impossible to include any of these in our present issue. Our readers may, however, look to see the best of the material in future numbers.

Pierre Blouin, Limited, Quebec, has been incorporated with a capital of $145,000, to carry on business as tanners, curriers, dyers, manufacturers and wholesale and retail dealers in hides, leather, oils, dyes, etc.; and also to manufacture footwear of every description. The company is also authorized to take over the business of Pierre Blouin, Reg'd., of Quebec.

The Sole Leather Situation

Leather Trade Emerges From Readjustment Period in Sound Condition Despite Losses —Prices Apparently At the Bottom—Next Few Months May See Upward Reaction—Outlook for Export Business Improves

Address by Mr. L. J. Breithaupt

THE subject given me to speak on at this meeting, viz: sole leather, is one in which all shoe manufacturers naturally are interested. Without it there could be no leather shoes. I need not refer to the various classes of sole leather, viz: Oak, Union and Hemlock, as also chrome sole leather, which are all made in Canada. The old adage about leather might probably be improved by saying "there is nothing like sole leather." This may be true when you consider that it is the "understanding" of civilized mankind. It has even been said that it is the "sole support of man." In any case, suffice it to say that we are all directly or indirectly interested in this important commodity. What you, as shoe manufacturers, I assume, would be particularly interested in now is to ascertain if possible what prices and conditions will govern the sole leather trade, say during the next six months or the greater part of the year we have just entered. This is of course a very difficult matter to define, but perhaps we can give you some information on which you may possibly arrive at a conclusion.

"Dear Hides Make Cheap Leather"—The Experience of 1920

I need not remind you of the great and unexpected changes that have taken place during the year recently closed. Leather and hide prices were a year ago at the highest ever recorded in the history of the trade; in fact they were quite abnormal, although we did not realize that at the time. As the leather trade was good, to "keep in the swim," tanners were obliged to purchase hides and they have therefore had another costly experience of the old adage, "dear hides make cheap leather," not that the cost thereof is cheap, but the selling prices thereof much below the actual cost.

The year 1920 was characterized not only by high prices and great activity at the outset, but by the extreme opposite conditions of dullness and low prices at the close. That these extremes, yea direct opposites, should take place within the comparative short period of one year seemed utterly impossible, but such are the facts, as you well know, in both the shoe and leather trades.

Canadian Tanners did not Suffer With Cancellations

Shrinkage of shoe manufacturers' and tanners' inventories has entailed heavy losses. Cancellation of orders, I understand, has been another considerable source of loss to shoe manufacturers, and one, generally speaking, that they should not have been called upon to bear. Business ethics, it is claimed, were for a time cast to the winds. I need not dwell on the unfairness and injustice of such action. Fortunately, Canadian Tanners had but little, if any, direct reason to complain regarding this evil practice. Canadian shoe manufacturers have some regard for their business obligations.

Despite all these and other unforeseen and unprecedented conditions during the reconstruction period after the great war, the shoe and leather trade have emerged therefrom, comparatively speaking, in a safe and sound condition. We all know that the change had to come but scarcely anyone thought it would come so abruptly and with such severity. Inflation invariably means deflation, sooner or later, only in the present case it came much sooner than expected, instead of giving all of us a chance to "get from under."

Further Declines Apparently Impossible

As shoe and leather trades were among the earliest sufferers of these untoward conditions, they are expected to be among the first to emerge from them; prices today on some lines, being at a pre-war basis, it would seem that further material declines are impossible, for in fact in some instances the finished article in both leather and shoes, is being actually sold at less than the present re-placement value. One extreme usually brings another. Leather certainly cannot be produced as yet at pre-war prices. Costs of transportation by land and sea continue extremely high. The same may be said of rates of exchange on South American hides imported via American ports payable in American funds. The high cost of merchandising remains practically unaltered, labour may be lower as soon as cost of living declines, but so far this has been immaterial. We are likely at the bottom of prices now, or certainly very close thereto, and the pendulum may soon swing the other way and everybody may then be anxious to get under cover, which usually has the effect of advancing prices. Few buy on a declining market, but nearly everybody buys on an advancing market, when confidence is restored.

You are doubtless aware that there has been great curtailment in the production of all lines of leather. During the last eight months or more probably not one-third of the former output has been made, owing to not only the "slowing down" of tanneries, but to complete stoppage of a number of them. During all this time everybody has been wearing shoes and leather as usual. Stocks throughout the country have been much reduced and the time for necessary replacement cannot be far distant. Retailers may then perhaps find that this cannot be ac-

When to Buy

A certain individual, anxious to make his fortune on Wall Street, was advised by a veteran of that noted district never to go into a broker's office to buy when there was a crowd of purchasers about, but, on the contrary, it was suggested to him that the time to buy was when there were but few buyers to be seen. I need scarcely say that this might apply very well at the present time to purchasers of shoes and leather! Both I certainly believe can be bought lower today than possibly in a few months from now. Time will tell.—L. J. Breithaupt.

complished as quickly as they may have imagined and possibly not at as low prices.

Manufacturers have little or no leather on hand. While tanners still have ample stocks they are already running quite low on some grades and weights, and when a real buying movement sets in stocks of leather will vanish more quickly than expected.

Reaction Certain Once Export Trade Opens

While there has been but little or no export trade for a long time such is likely to be re-established early this year. The exchange situation with Great Britain and the poverty and adverse conditions of Continental Europe made export practically impossible. Exchange is gradually righting itself. Central Europe is greatly in want of all kinds of leather. When export opens, even to a small degree, conditions will be immediately affected. Watch for the reaction then or before. It is as sure to come as day comes after night.

It will likely affect prices to a greater extent than now expected—one sharp reaction may bring another, and why not? Compare with the unexpected drop.

Conditions in this Canada of ours are fundamentally sound, and we are probably more fortunate than we appreciate, and especially so as compared with other nations, none of whom have escaped the aftermath of the great struggle. Our crops in 1920 were, even at the reduced prices, the most valuable in our history. What we do require is a larger population and more immigration, of the right sort, to fill up and build up not only our great and promising west, but also many parts of the older provinces. Were our vast areas of untilled soil put to the use for which nature intended them the advancement of Canada would in a short time be phenomenal.

Sole Leather Tanners Have Huge Export Capacity

In normal times Canadian sole leather tanners exported an average of about 35 and 40% of their product. With the increased tanning capacity caused by the great demand for leather during the war and the definite mandate of our Government to produce all the tanners possibly could, tannery capacity and production has been considerably increased, with the result that Canada can now readily produce at least double the quantity of leather that its population can possibly consume. This I know is the case in sole leather, and I dare say the upper and light stock trade are probably in a similar position. With the Preferential Tariff we now enjoy with the British West Indies a further export outlet has been opened to Canada for various lines of manufacture, including that of shoes and leather. Russia, New Zealand and other countries will also buy.

Under these conditions I think we may look to the future with considerable optimism. Business is being brought down to a sound basis. Pessimism must gradually vanish; hard work and the exercise of economy, avoiding all forms of extravagance, can, with reasonable care and foresight, have but one result—that of assisting in the bringing about of the much desired and expected improvement of trade.

Wells, Limited, Montreal, has been incorporated with a capital of $20,000, to manufacture and deal in hides, leather, leather board, counters, shoe findings, and footwear; and also to carry on business as tanners and dyers.

"Made in Canada" Essay Competition Awards

THE awards in connection with the essay competition for shoe retailers and their clerks, shoe travellers, and school children, on the subject of Made-in-Canada shoes, which was inaugurated last August by the National Advertising Committee of the Shoe Manufacturers' Association, have now been made. In the competition for the retailers and shoe clerks, a prize of $25.00 was awarded for each province, and in addition a grand prize of $100 for the best essay for the whole of Canada. A prize of $250.00 was also offered for the best essay by any shoe traveller in the Dominion.

The awards to the retailers and shoe clerks in each province are as follows:

Ontario—H. C. Blachford, 286 Yonge St., Toronto.

Quebec—Walter J. Sutton, Little Pabos, Co. Gaspe, Que.

Nova Scotia—Christina McLean Lawson, Grafton, King's Co.

Prince Edward Island—A. E. McEachen, Charlottetown.

Alberta—T. W. Whittick, Brown Davies, Ltd., Medicine Hat.

Saskatchewan—A. F. Sallows, P. O. Box 607, North Battleford.

The grand prize goes to Mr. H. C. Blachford, Toronto.

Mr. R. J. Tretheway, 789 Hellmuth Ave., London, was successful in winning the prize awarded for the best essay by a shoe traveller.

"Footwear's" Calendar Page

IN our last issue we started the first of a series of "Calendar Pages" which are to appear from month to month in "Footwear." The object of this Calendar is to give the merchant, several weeks ahead of time, hints for his window trims and timely merchandising ideas, and to keep him reminded of anniversaries, holidays and so forth which offer opportunities for special displays and advertising. It is our intention, gradually, to develop this department of the paper, so that it will be one of the outstanding features of the magazine.

A well-known Grimsby, Ont., merchant writes regarding this page as follows:

"To my mind this is probably the most valuable part of the paper to the retailer. By keeping in touch with jobber and manufacturer, it is not very difficult to solve the buying problem. What we want most is selling plans and ideas for display, and I am glad to note that you throw out suggestions in plenty of time to be acted upon, instead of giving illustrations for certain seasons or events after they are past."

Another reader, a prominent Windsor shoe retailer, writes:—

"I have looked over the 'Footwear in Canada' for January, which has just come to hand, and I do not know just how much space you would want to give to this subject in your journal, but if it were possible to give this more space and the whole subject more attention, I believe it would be a splendid feature. To go into this thing properly, I believe it would be wise to devote two or three pages to it and I am sure it would be a very interesting department of your paper."

Words of Wisdom Heard at

The Convention Banquet

Delicate Subjects Deftly Handled by President Daoust and Sir Henry Drayton—Tariff, Business Profits Tax, Luxury Tax—Delightful Surprise for "Peter" and "George"

THE Convention Banquet on Wednesday was an elaborate and most enjoyable affair. Splendid music was provided by well-known Toronto artists, while a sumptuous repast was being disposed of, and then, the Royal toast having been proposed and drunk, the members listened with the keenest interest to addresses by the president-elect, Mr. Jos. Daoust, Sir Henry Drayton, Minister of Finance, and Mr. A. Monro Grier, K.C., Secretary of the Toronto-Niagara Power Co., who is one of Toronto's well-known after-dinner speakers.

President Daoust spoke somewhat in a humerous vein, at times bantering the Minister of Finance, though he said some serious things. His talk presented the manufacturers' viewpoint on many questions of national finance and various measures which have been introduced in order to raise revenue for carrying on the government of the country.

"There are many differences of opinion," he said "as to the cause of the present conditions in industry. Some will blame it on our Finance Minister for his Luxury Tax. Some will blame it on the bankers for curtailing of credits; while others will blame the newspapers, because of their talk about prices, and so on. These may be some of the reasons, but there are others. As you all know, conditions for the last four or five years have been too prosperous—we have not been walking, but running, and a stop had to come some day. When the people realized that the purchasing power of a dollar was only 50 cents, they stopped buying, and what caused this disruption of business was more the buyers' strike than anything else. The other causes may have been incidental to this depression, but as it has been universal, there must be a deeper reason than these.

Conditions in the Leather Market

"What is the actual position in the leather market? I say we must trust the tanners. We have heard what was said in their addresses—that the bottom was reached—and, as a shoe manufacturer, I believe that. (I am not speaking as a tanner now). And we should go into the open markets and buy now, but in order to do that, we must show some courage and take the initiative. We have at present the great problem of unemployment. The Governments—Federal, provincial and municipal—have been requested to start public works to employ thase who are idle. There is a solution to that without the aid of the governments and without the aid of the municipalities. It is to open the factories and start to work.

In conclusion, Mr. Daoust referred to the Bonne Entente, which had been shown during the convention. Racial prejudice should not exist in Canada, and he felt it was a matter of congratulation that the shoe manufacturers were setting such a good example.

The Finance Minister's Address

Sir Henry very gracefully complimented Mr. Daoust on his election as president of the Association and the Association on its having Mr. Daoust in this position. But getting to the subject:—

Referring to "that much abused piece of legislation," the Luxury Tax, the Finance Minister pointed out that in May, when this tax was introduced, the index had risen to 263.1. Whether the taxation itself caused the change that had since taken place or whether it brought it about a little bit sooner than it otherwise would have come and saved some pyramiding of costs and invoices, was hard to say. At any rate the last index number gave 240 as the cost of living as against 263.1 at the time the tax was put on.

Excess Business Profits Tax

Sir Henry said he was quite ready to admit that the Business Profits War Tax was not a well-worked out system, born in haste and fathered in necessity, and that it was something that did not, in every case, apply fairly to different companies. "I am further perfectly ready to admit," he said, "that while things go up, things must come down and that to the extent that profits were taken which otherwise would not have been distributed and which would have been put away for the purpose of meeting necessary shrinkage the results of the tax are unfortunate. I don't think you are going to grumble much now, however, as you are making nothing and the tax will not affect you."

The speaker also pointed out that the tax was changed in 1920 in such a way as to make it much less burdensome. Under the original scheme, all profits over 7 per cent. were taxed, and now they were exempt until they reach over 10 per cent., and the whole scheme had been so greatly modified that he didn't think the manufacturers were going to be troubled very much over it.

The Tariff

"I don't think any one thinks the tariff perfect," declared Sir Henry. "Conditions have changed in Canada and a revision that is sufficient in one case may prove burdensome to-day in another, and again quite inadequate in another. But beyond that is the question of financing Canada, and it is necessary that revenue should be secured from every possible source from which it can be taken without improper injury to business. All taxation is, to a certain extent, a hindrance. Yet if we got away from it altogether, I do not think it would be a good thing. As in the case of the individual, duties, obligations and sacrifices make a better man, so is it with the nation.

"In the last budget we have a sum of $296,000,000 for the re-establishment of our soldiers, pensions, land settlement, etc. Just think of it, $296,000,000 for purposes resulting from the war alone, while in 1914 our total budget for the Dominion of Canada only amounted to $164,000,000. So in view of these conditions and the necessity of heavy taxation, there was a necessity, a very real necessity, for the Government, or those members most closely connected with the duties of collecting these taxes, to come into closer contact with the greatest possible number of Canadians, so

Everybody enjoyed the banquet. The "eats" and the music were fine and no one went to sleep during the speeches.—Read them and learn what the Finance Minister and President Daoust had to say on the tariff, the Business Profits Tax and Import Trade

that they could give them their viewpoint, tell them their troubles and what they thought should be done.

"I am afraid, however, I can't tell your president that I have been unable to make up my mind, nor that I have been able to make up my mind, with regard to the tariff, or excess profits taxes."

"Besides working and maintaining industrial peace at home," continued Sir Henry, "without which we can't get results, there are some things we have got to look after in the very near future. Last year, up till Dec. 31, with those fallen prices applied to our exports, we nevertheless exported $33,000,000 more than the previous year. Nothing to feel down-hearted about there. But, while we are doing better with our exports, we are not doing very well in connection with our purchases. **We are still spending a great deal of money in foreign markets, and we are placing nearly all our money in the market where our dollar is at a discount.** I wonder why we do it. I wonder why, for example, when Canadian boots and shoe factories are closed down or running on limited schedules,—I wonder why it is necessary for this country to import $1,600,000 worth of leather boots and shoes. Of course, when things are going well, it is a small thing, but it seems a whole lot nowadays, and it represents a great many pairs of shoes, and very nearly the whole of them come from the United States, again depressing our dollar.

It is the people themselves that are going to determine where they are going to buy and what they will do with their money. But I wonder if there is no way of checking purchases. It is, I admit, very difficult to classify luxuries, but this country has imported $60,000,000 worth of goods during the last year, which, to my mind, can only be classed as luxuries, or materials and products which can just as easily be obtained at home. You know I have got the idea that the average Canadian has not half high enough opinion about what Canada can do and what Canadian workmen can do and Canadian factories can produce. I think if they did these figures could be changed.

"I wonder, gentlemen, if the manufacturers of this country themselves are not to blame. As far as your own product is concerned, of course, you are not. But I wonder whether you never purchase American automobiles, or American trucks. I wonder if you never buy American tires. **I wonder if you manufacturers buy 100 per cent. Canadian output.** I know many manufacturers that do not, and the only way you will ever get this balance changed and strengthen your country's national position will be when everybody pulls together—**and there is no class more interested in seeing that Canadians purchase 100 per cent. Canadian-made products than are the manufacturers.** And they are not only interested in their own activities, but they are interested in connection with the whole field.

Following Sir Henry Drayton's address, Mr. Daoust called upon Mr. A. Monro Grier, who gave a brief, but very humorous and enlivening address.

The banquet closed with a very pleasing incident. Mr. F. S. Scott, on behalf of the Shoe Manufacturers' Association, made presentations to Mr. Peter Doig and Mr. Geo. Gales, in recognition of their services in connection with the Montreal Shoe Fair last July. Each received a gold watch, with the following inscription on the inner side of the case: "To (Peter A. Doig) (Geo. G. Gales) from the Shoe Manufacturers of Canada, for excellent service, Shoe & Leather Fair, Montreal, July 13-17, 1920."

Quebec Shoe Travellers Hold Their First Meeting

THE first meeting of the newly organized Shoe Travellers' Association of the Province of Quebec was held at Montreal, January 5th, 1921. Mr. R. L. Savage, of Clarke Bros. occupied the chair. In opening the meeting Mr. Savage spoke of the work accomplished since the Association was formed last July. The executive had been very busy drafting the constitution and by-laws and this work was practically completed. Mr. Savage went on to say that he had received several suggestions in regard to holding monthly meetings. It has been decided to hold a luncheon on the last Saturday of every month throughout the year, and it is also the intention of the executive to have a different speaker at each luncheon. In concluding, Mr. Savage stated that an Advisory Board would be formed to look after the best interests of the shoe travellers.

Mr. Geo. G. Gales, President of the National Shoe Retailers' Association, asked that a vote be taken among those present as to where they would like the next Shoe Fair held. Quebec, Toronto, and Montreal were suggested, but no vote was taken. It was decided to form a committee to take this matter up with the shoe retailers. The following travellers were appointed on this committee: Messrs. Dionne, Scott and Martineau.

The chief speaker of the evening was Mr. F. Rinfret, M.P., for St. James Division, Montreal, who pointed out that in the matter of tariff business men should be consulted, and take a strong interest therein, and that the whole issue should not be left to the politicians. He emphasized the necessity of going slow on tariff changes and declared himself not to be a believer in various doctrines advanced. "It is better to understand," said Mr. Rinfret, "once for all that the interests of Canada are in the hands of Canadians and we should put aside any ideas as to any advantages from annexation or from ultra-imperialism, and make up our minds that the development of Canada depends on ourselves and on no others."

Mr. R. L. Savage, Chairman of Montreal Branch of Travellers' Ass'n.

Mr. Peter Doig, in thanking Mr. Rinfret for his address, spoke of how the English and French of the Province of Quebec got along together. He referred also to the necessity of harmony between the different Provinces of Canada and the need of men of modern thought and ideas.

Mr. Peter Doig, President National Shoe & Leather Travellers' Ass'n.

The rest of the evening was devoted to a musical programme, followed by refreshments.

Veteran Shoemaker Dies in His 111th Year

NEARLY every centarian will attribute his old age to a different cause. It may be that occupation has something to do with it. If so, the shoemaking trade must be the real specific for longevity — if we are to judge by the record of Joseph Mantell, who recently died in his 111th year. Mr. Mantell learned the shoemaking trade in his youth and followed it during the greater part of his life. He was born in Edmonton, England, in 1810, and could recall the Napoleonic war, the Russian war, and other smaller wars in the early part of the nineteenth century. And what seems more remarkable, he had seen meat selling at 75 cents per cwt., or three-quarters of a cent per pound, and houses rented at 75 cents a month.

Eighty-two years ago he came to Canada and walked from Quebec to Toronto. For a number of years he lived in London, Ont., and also in Tillsonburg, Ont., and finally settled in Toronto. Almost up to the time of his death, he was hale and hearty and in full possession of his faculties. The funeral was held in Tillsonburg.

A new store in New York City has a unique arrangement whereby fitting stools are eliminated. The centre of the floor upon which the customers' chairs are placed is raised about 18 in. above the original floor, the salesman standing on the lower level. In this way the customer is raised up sufficiently so that the salesman can fit her foot while in standing position, velvet covered foot-rests being provided which can be raised or lowered to the most convenient height.

Shoemen Enjoy Beardmore Hospitality

One of the memorable events of the convention was the banquet tendered to the shoe manufacturers by Messrs. Beardmore & Co. It was held in the King Edward Hotel on Tuesday evening, and the manufacturers showed their appreciation of the hospitality by attending en masse. Following the luncheon, which was entirely informal, the chairman, Mr. Geo. W. Beardmore, briefly but delightfully expressed the pleasure it gave him and his two brothers, Mr. A. O. Beardmore and Mr. F. W. Beardmore, to entertain as guests the delegates to the shoe manufacturers' convention, and continued as follows:

"Toronto is an old Indian name for 'Meeting Place' and this carries with it also a welcome. The Indians did not come here to fight, but to be friendly, and I hope we may all be imbued with that spirit.

"Our family came from England about the year 1833. I am proud that we are British and that I am a Canadian. At the same time, I have a great regard for the Scotch people. This is Bobby Burns' birthday and I celebrated it, before coming to this dinner, by eating haggis and drinking just a wee drop of very old Scotch whiskey.

"With reference to Sole Leather conditions and the outlook for 1921, it is most difficult to predict what might happen. A year ago, very few anticipated the slump in trade and prices which has taken place within the last three or four months. We are now passing through a trying experience; this is inevitable, if we are to get back to normal conditions. Wages, commodity prices and producing costs all have a normal relation to each other.

"Trade with us has been very bad for the last three or four months. This has also been the case in England. The people are now beginning to save, after a period of unexampled extravagance; shelves are becoming bare; stocks are being liquidated. This is laying the foundation of good, healthy business.

"We have just received a letter from one of the largest distributors of sole leather in England; this is what they write:—

We are sorry to say that, as regards trade in this country, we have been passing through the slowest and worst trade that anyone can remember during the past fifty years, but we are looking forward to better trade in the near future, as soon as the factories re-open and selling prices become steady.

Sales made during the past few months have been at such ridiculously low figures (well below cost of production) that same are really hindering business, instead of helping it. Of course, this cannot last, and we are looking forward to the time when we will again be in your market.

"We need not expect to have an active trade in the spring, but we are looking forward to a decided improvement in the autumn and we would not be surprised to see an actual shortage of certain classes of leather, especially sole leather. This time last year we were doing a large export trade in sole leather; this year, for some little time past, we have had little or no export trade, but, if the usual export trade is resumed and trade in Canada becomes normal, it will speedily clear up stocks of sole leather remaining with the tanners.

"We tanners have had a serious curtailment in the volume of our business and in the decline of values, with the result that most tanners are reducing considerably the working in of hides and, naturally, their output of leather. To sum it up, the only reason that tanners have a quantity of leather on hand is due to the fact that the boot and shoe manufacturers have only been ordering from 'hand to mouth' and we have had no export trade.

"Hides are at pre-war prices, but the high cost of labor, tanning materials, overhead charges and coal must be reckoned as a considerable item in the cost of production, and, until they come down to pre-war prices, or thereabouts, leather cannot possibly be produced at pre-war prices.

"If tanneries are not operating at full capacity, then, of course, the average cost per side, or per pound, of the overhead charges naturally increases.

"We are now into the season for poor hides and, for that reason, hides may still decline in price, but this is no indication of values coming down; as soon as good hides come into the market again, prices may advance a little.

"Everyone believes that we should exercise economy and careful buying, but, if all the retailers of boots and shoes allow their stocks to run down too low, they cannot expect to have their orders filled by the manufacturers of boots and shoes at a few days' notice. It is even more difficult for tanners to supply the boot and shoe manufacturers at short notice, for the reason that boots and shoes can be produced in a few weeks, but it takes many months to produce leather.

"For the year ending 31st of October, the imports of boots and shoes were $3,400,000; the imports of shoes for the full year 1920, ending 31st of December, totalled $2,500,000, showing that, in November and December, there must have been a marked decline in the imports, which is most satisfactory and encouraging, and I hope the boot and shoe manufacturers will see to it that there is a further decline this year in the imports of boots and shoes and I trust that the export trade will increase.

"The English manufacturers and firms interested in export trade have formed themselves into a group, pooling their interests and perfecting an organization to handle exclusively the exportation of shoes to foreign countries. The English shoe manufacturers have seen the wisdom of this and I trust the same arrangement may be tried out in Canada. Some of the other Canadian trades have tried it with splendid results.

"Representatives are here from all the centres of the boot and shoe industry in different parts of Canada and we hope that much benefit will be derived from this convention.

"We must compliment you upon forming yourselves into such a powerful association, representing one of the most important industries in the country. The present conditions bring to the attention of us all the greater need for closer association and co-operation."

Mr. Beardmore concluded his remarks by extending a further invitation to the delegates to adjourn to his private residence, "Chudleigh." Motors were provided for the occasion, and a large number of the members availed themselves of the opportunity of visiting one of Toronto's most famous homes and partaking of some of Toronto's most princely hospitality.

Shoeman's Merchandising Calendar

March 17

The shamrock is not in such high esteem in some quarters as it used to be, and there are communities in which the "wearin' o' the green" in a window trim will not be particularly successful in attracting trade. It must be remembered that a window display is a strictly commercial proposition, and a retailer must suit his trim to trade, whatever his opinions on the Irish, or any other, political question may be. If he does not want to put in an entirely "Irish" trim, the Union Jack and a Canadian flag crossed, might be set in the background, and a harp, entwined with shamrocks, set beneath. Green and white are the colors for the trim.

March 21

The first day of Spring, March 21, may not be very spring-like in this northern climate. Nevertheless, it is a good opportunity to suggest new styles. It is just about then that people are beginning to feel a bit restless and think they need spring tonics, and it often happens that a new hat or a new pair of shoes is about as good a tonic as you can give—to a woman at any rate. And of course it's up to the shoe merchant to talk "shoes." He should usher in the season with something new and snappy. If the weather permits of it at all, make your display as bright and as suggestive of the spirit of spring as possible. Salmon and green are the accepted colors for trimming on this day. Perhaps, however, nothing would be more effective than a floral display. Delicately-tinted flowers, and dainty spring footwear go well together. If flowers are not available, ferns or plants may be used—any attractive greenery that will express the idea of freshness and growth. As March 21 is the day following Palm Sunday palms would be a quite appropriate decoration.

A window card something like this might be used: "Spring is here. So says the Calendar—and the weather man. And here too are Spring styles in footwear—Dainty, new, different."

Easter

The week preceding Easter (March 21-26, Monday to Saturday) is the week of weeks for the shoe man. This is the time when good displays and good advertising will be most effective. It will be well to begin your Easter advertising as early as the middle of the month, so it will have time to sink in and make your displays all the more suggestive and irresistible. March 20 is Palm Sunday, and palms might well be used in the display on the first business day of the week. Thereafter the Easter Lily will be the most appropriate decoration. As pointed out in a preceding paragraph, the shoe merchant must keep in mind the psychology of the public during this season—the desire for something new and the fact that they are tired of winter apparel makes them particularly susceptible to salesmanship and suggestion.

March 26, the day before Easter Sunday, is the retailer's biggest opportunity of the year, probably. A very attractive trim can be worked up with the use of Easter Lilies. Rabbits and eggs are also legitimate Easter decorative material if the trimmer has sufficient originality to work up a scheme for their effective use. Here is a suggestion for those who wish to experiment. Get a large flat tin pan or a shallow wooden box, a quantity of glue and a few dozen eggs. Melt the glue into the pan, and set the eggs in the glue to form the words "Easter Styles," or some other appropriate legend. Then let the glue set, and you have your Easter Styles written in Easter eggs, and all ready to hang up in your background. To conceal the glue, confetti might be sprinkled over it before it is set hard. It would be the part of wisdom to have the pan strung across with wires or cords so as to prevent the glue coming out in a cake.

To those who wish to make use of the services of a sign painter to produce a special Easter background, the decoration at the top of this page may perhaps suggest something. As Easter is in March this year, a little window card like this might not be out of place.

"When March hare and Easter rabbit meet."

"'Tis time, they say, to fit new shoes on dainty feet."

New Policy Decided Upon at

Annual Meeting of Toronto Shoe Retailers' Association

Plan to Affiliate With Retail Merchants' Association—Officers Elected for 1921—Association Hears Interesting Reminiscences by Veterans in the Shoe Game

THE Toronto Shoe Retailers' Association held their annual meeting on the evening of Wednesday, Jan. 19, in the Board of Trade Building. Preceding the business part of the programme, it had been arranged that three of the pioneer shoemen of Toronto should give brief addresses of a more or less historic nature—Mr. Chas E. Blachford, Mr. Geo. J. St. Leger and Mr. J. Jupp. It was very much to the regret of the members present that Mr. Blachford was not able to undertake the physical exertion necessary to attend such a meeting, as explained by his son, Howard C. Most interesting addresses were given, however, by Mr. Jupp and Mr. St. Leger. Mr. Jupp spoke of the time when he had bought youths' boots at 60c and sold them for 70c; girls' boots at 70c and sold them at 85c; men's for a dollar and sold them for $1.25. He related how, when the South African War broke out, he offered to supply a pair of boots free to every man in his district who enlisted, and mentioned the fact of one soldier returning and relating how he had worn this pair of shoes all through the war and then finally had them stolen on the way home, on account of their good condition proving too great a temptation to one of his fellow-passengers. Mr. Jupp impressed upon the younger men present that his success in business had been due to hard work, readiness to accept whatever task came to hand, eagerness to learn everything about his business, and, finally, the development of close relationship with his customers, from which followed, as a natural result, that they placed greater confidence in his word and judgment. It was indeed a pleasure to members of the Toronto Shoe Retailers' Association to hear Mr. Jupp and to realize that, both mentally and physically, he is still strong and active.

Mr. St. Leger's reminiscences were no less enjoyable. He spoke of his unpretentious start in the shoe business, following a suggestion by Mrs. St. Leger that he could improve on his condition of $2.00 a day in a machine shop. An interesting side light was also thrown on another small beginning, which, like Mr. St. Leger's business, has shown wonderful development, when Mr. St. Leger mentioned the fact that the Neilson chocolate business started about the same time. Mr. Neilson was a fellow-worker with Mr. St. Leger, and a few days after the St. Legers started in business for themselves, Mrs. Neilson said to her husband, "Why shouldn't we start in business like the St. Legers? If you will buy me a couple of cows, I will look after them and make ice cream to sell." Thus the beginnings of two of the largest industries of their kind in Canada coincided—for the chain of St. Leger stores are an outstanding evidence of the ability and business acumen which Mr. St. Leger brought to bear on his private undertaking from start to finish.

Messrs. Jas. Acton, Shoe & Leather, and W. R. Carr, Footwear, were special guests on this occasion, and also spoke briefly.

The retiring president, Mr. Walter Burnill, made a brief, but very splendid, address. He outlined the work of the association during the past year, the influence that had been exerted on such matters as the Luxury Tax, the rubber situation, the "dumping" of shoes, the retailing of shoes by jobbers, and so on, and he urged upon the members the importance of getting behind their new officers and each member taking as his motto, not, "What can I get out of the association?" but "What can I put into it?" A very hearty vote of thanks was unanimously voted to Mr. Burnill for the efficient and effective manner in which he had filled the office of president during the year.

When nominations were called for new officers, Mr. J. W. Jupp, in order, as he said, to expedite matters, proposed a committee of three members to bring in a slate—Howard Blachford, Warren T. Fegan and Bert Sproul. The slate, as brought in by the committee, proved entirely satisfactory to the members, but not entirely so to the proposed officers. Mr. Chisholm, who was nominated for secretary, stated that it would be impossible for him to act and his name was very reluctantly withdrawn. Mr. Chambers' name was substituted for that of Mr. Chisholm, and, for a time, it looked as if the meeting would win

Mr. Geo. St. Leger, President-elect of the Toronto Shoe Retailers' Association, who has accepted office on the condition that the Association link up with the Retail Merchants' Association—or some other organization that will help them to do some real work. Mr. St. Leger states that it is his object to carry out whatever measures on behalf of the trade the majority of the members approve, independent of his personal opinions.

out, but Mr. Chambers finally convinced them that such an office was not in his line. Then Mr. Sproul made the happy suggestion that Mr. Harry Scythes should be offered the nomination. This was made unanimous, and Mr. Scythes, in a neat speech, accepted the responsibility, unwillingly, as he said, but feeling that it was his duty to help the association in this way, if the members felt it was in his power to do so.

The complete slate thus stood as follows: President, Geo. St. Leger; vice-president, J. C. Budreo; secretary, Harry Scythes; treasurer, Thos. Kelley; sergeant-at-arms, A. J. Chessum. Executive committee: Messrs. McLellan, Woods, Marshall, Laird and Sproul.

In assuming the office of chairman, Mr. St. Leger spoke briefly. He stated, frankly, that while he appreciated the value of the work that had been accomplished by the association in the past, he felt that, on many questions, their weight of numbers has not been sufficient to exert any influence, especially where the Government was concerned. He, therefore, asked the members to consider the advisability of affiliating with the Retail Merchants' Association, and, in explanation, stated that he had been in touch with the secretary of the Toronto branch of the latter organization and had received a letter from him, pointing out the advantages to be gained by affiliation with the larger association. These advantages, briefly, outlined as follows:

In the first place the Retail Merchants' Association undertake to do the organization work. The shoe retailers have not time to leave their business and organize the trade properly, and the fact that the Retail Merchants' Association have paid canvassers whose whole time is devoted to this work will be a great advantage.

The Retail Merchants' Association furnish the rooms for the meetings, send out notices free of charge, handle clerical work, etc., which will result in a gain in efficiency and a saving of money.

It is also pointed out that the form of organization of the Retail Merchants' Association, while it has the unity which makes for the greatest strength, at the same time allows for the fullest autonomy of the local bodies. Each local, provincial or district board manages its own affairs, providing it conforms to the powers granted in the Charter and Commission. The Association has its head office established in the city of Ottawa, and provincial boards have been established in all of the provinces. Branches have also been established in all the leading cities and towns of the Dominion, and the association is now the largest commercial organization in Canada. Eighty-seven permanent officers and employees are constantly engaged in giving service to the members of the association.

Mr. St. Leger then called for expressions of opinion from some well-known members including Messrs. McCullough, Fegan, Snyder, Wood and Chambers, whose opinion, in every case, was favorable to the affiliation suggested by Mr. St. Leger—so unanimous was the apparent attitude of the members that it was moved by Mr. Howard Blachford and seconded by Mr. Fegan that the new executive be given authority to enter into negotiations with the Retail Merchants' Association and bring in a report to be placed before the next general meeting of the Toronto Shoe Retailers' Association.

The meeting broke up with "God Save the King," and many hearty congratulations to the new president, who during the few moments he occupied the chair, evidently caught the fancy of the members and impressed them with the pep and vim he threw into the undertaking. We predict an active year for the association and meetings of such value that no shoeman can afford to be absent.

A Worth-While Record in the Shoe Game

Mr. Henri Martineau, of Montreal, has discontinued the representation of the Eagle Shoe Company, of that city. He has been connected with the shoe industry for a number of years, both in the United States and Canada.

Mr. Martineau's first position in Canada was with Michaud, Lambert & Company, shoe manufacturers, Montreal, now known as Alfred Lambert, Incorporated. After several years' service with this firm, he

Mr. Henry Martineau

resigned and went into the employ of the McCready Shoe Company, now the Amès, Holden, McCready Company, Limited.

Mr. Martineau's sample room in the Dandurand Bldg., corner St. Denis & St. Catherine Streets, Montreal, is one of the most modern in Canada. In addition to the sample room there is another room which is used for an office.

Mr. Martineau is very well known in the trade, and is one of the most popular shoe travellers in the Province of Quebec.

The National Cash Register Co. have made big improvements to their plant at Dayton last year. Two new buildings have been erected; a new cupola has been added to the foundry; a new water softener has been built, and wings have been added to one of the existing structures. Here, at least, is one concern that has complete faith in the speedy return of the retail business to a normal and healthy condition.

Show-Card Writing—Talk No. 1

With this issue Footwear in Canada begins a series of illustrated talks on modern show card writing. The author of these "talks" has had a wide experience in show card work and we know our readers will take a keen interest in the articles as they appear. Inquiries to our card-writing department will be welcomed and questions pertaining to show-card work will be promptly answered. We suggest that these talks be preserved and filed together for future reference.

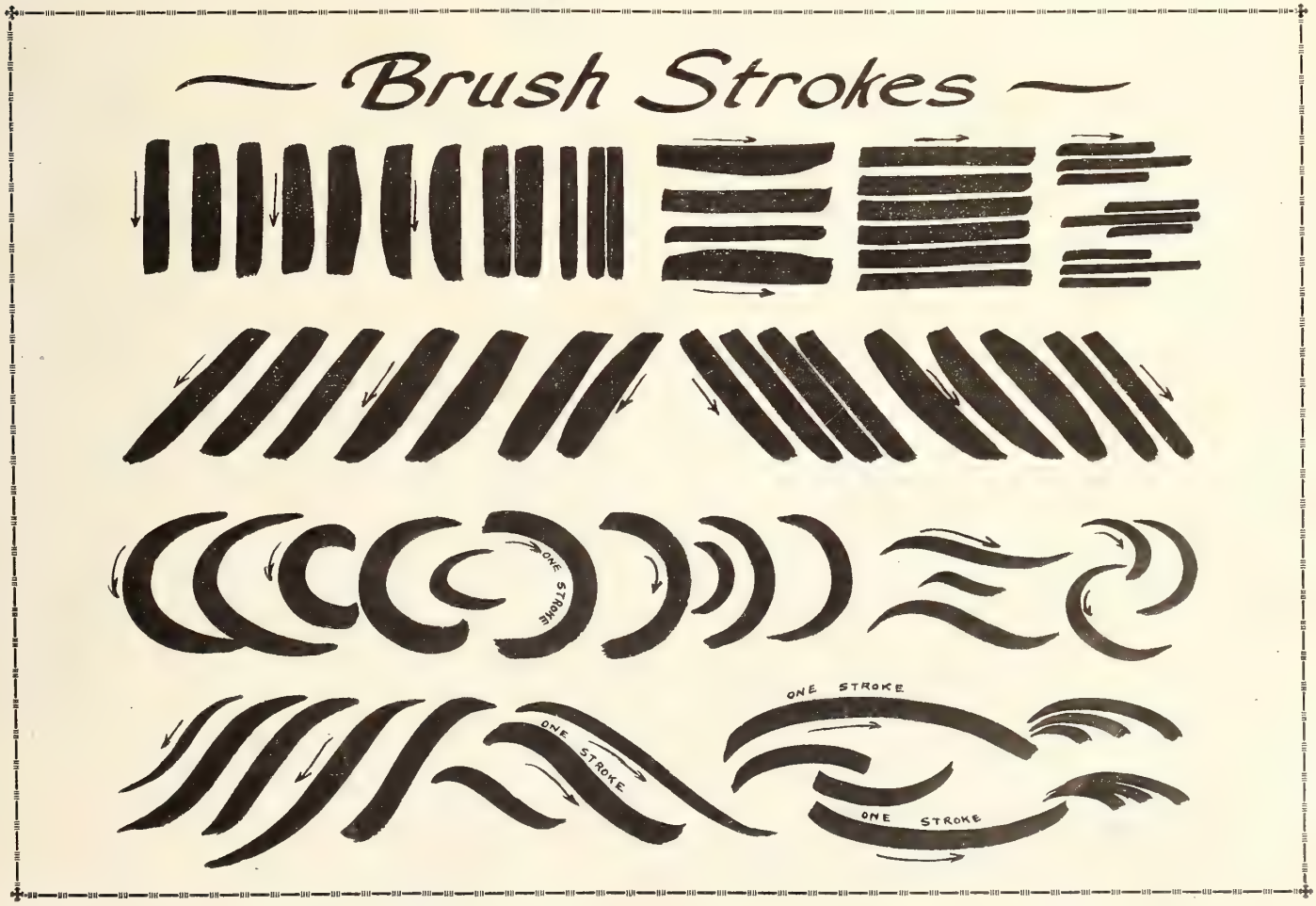
IT is unnecessary in this day of wide-awake retailing and keen competition to make an appeal for the use of show cards as business-getters. What we hope to present in the following talks will be, how to meet the existing demand for up-to-date cards.

Contrary to the general opinion of shoe salesmen, as well as shoe merchants, a talent for drawing is not a necessity to become a good card writer. The first requirement is proper tools, and the next essential from the mechanical standpoint is common sense instruction. Good card writers, like good musicians, get there by application and practice, and still more practice.

Good brushes are an absolute necessity. Practically all card work is done with what are known as red sable card writing brushes. Red sable is much more expensive than camel's hair but no other kind work so well in water colors for making letters. Don't experiment with any but real sable brushes. These come in various sizes numbering 1 to 14. However, for general use number 6, 8 and 10 are good sizes. Some card writers prefer long handles, but as a rule six inch handles balance better in the hand and it will be found advisable to cut the brushes when necessary to this length.

Two or three good makes of manufactured card writers' colors are now on sale at most good stationery stores. These can be secured in handy two ounce bottles. Colors drying without a gloss are much easier worked with and not as hard on brushes as the colors with glossy finish.

For our first lesson we will begin with black paint and practice the various strokes. There are about fifteen different strokes in the formation of any given style of letter or scroll. Master these and sign painting will be come easy work. Practice and plenty of exercise with the brush will give sure results. No



one can draw a straight line with a brush the first time, a steady hand can only be acquired by perseverance.

Dip your brush into the bottle and then smooth to a square chisel end before attempting to make a stroke. Always make your brush strokes continuous, they can be made more perfectly with a fairly rapid steady stroke. Hold the brush in the same way as a pencil but not rigid, as the brush must roll between the fingers in the execution of various curves.

Begin by painting the vertical strokes and then go on to the horizontal which will be harder to manage. In the copy it will be noticed that some of the strokes are straight on one side only. Practice these as well as the ones that are straight on both edges. Next come the curves and double curves which of course are to be made with one complete stroke of the brush. Start in with confidence and work rapidly but carefully. Any common smooth paper is good enough to practice on.

Finally always wash out brushes carefully in clean water, flatten them out to a chisel end and leave standing with the hair end up.

Base Business on Today's Market Values

THERE is no doubt whatever that the proper basis upon which to mark goods is the existing market value. It was the proper policy on the rising market, and it is also the proper policy on the falling market. Furthermore it has got to be done eventually, and it had much better be done now. This applies to the manufacturing and the retail trade alike, and if both will co-operate by prompt action in this connection, the trade will soon be operating on a safe and firm foundation, and normal conditions will be brought about. The baloon has been deflated and our car has come down to earth, and we had much better get out and walk rather than sit waiting for it to rise again and carry us forward—we'll be still waiting when our competitors are six months or a year ahead of us.

Many shoe manufacturers and shoe retailers (the great majority, we hope) are adopting this policy and have marked their goods at the actual market values of to-day. In this connection it is interesting to note a letter recently sent out to the trade by Mr. A. R. Angus, sales manager of the Miner Shoe Company. The letter says, in part:

"Sooner or later we believe that business **will have to be based on the market value of to-day.** So firm is our conviction, in fact, that on and after January 5 our quotations will be made on that value. This will entail considerable loss, but we also realize that customers who favored us with orders for spring must be in a position to meet present-day competition; for this reason their goods will be invoiced at the new lower prices. We are fully persuaded that our action will contribute in an appreciable measure to bringing about a normal level not only in shoe prices, but generally throughout the shoe business.

"In the trade situation of the last few months there have been **a few points of outstanding interest.**

"In the first place, many of the shoe factories have been closed down for months, while those in operation have been greatly curtailed owing to the scarcity of orders. Then again the retailer, anxious to reduce his stock and feeling that prices would come down, has not been placing orders for his usual requirements. Lastly, the public has held off buying in the expectation of lower prices.

"The **net result** of these developments is that **retailers are now running on low stocks, and that before long the public will have to buy again.** We feel sure that prices are at their lowest level—lower than they will fall again during 1921. With the advent of confidence we look for sound business conditions from now on."

Annual Smoker of Montreal Superintendents and Foremen's Association

THE annual smoker of the Shoe Superintendents' and Foremen's Association of Montreal was held on January 14th, 1921, at their headquarters, 817 Mount Royal Ave. E., Montreal. About fifty members and friends attended, and the smoker proved very successful in every respect.

The president of the association, Mr. Geo. A. Fortin, of the Star Shoe Co., Limited, Montreal, in welcoming the members, spoke of the work that had been accomplished since the association was formed. From a very small beginning it has grown to such an extent that larger quarters had to be secured in order to accommodate all those attending the different meetings. Following the president's address, a very enjoyable musical programme was given, the music being provided by the Masse Orchestra, one of the finest in Montreal.

A vote of thanks was extended to the members of the committee who have worked early and late to ensure a successful smoker. The following is a list of the members of the committee: Messrs. C. M. Hall, of Bennett, Limited; J. F. Barbeau, of Dupont & Freres; J. L. Rochford, of Parker, Irwin, Limited; A. Girard, of MacFarlane Shoe, Limited, and J. Bouchard, of the Tetrault Shoe Mfg. Co., Ltd.

During the smoker the question of holding the annual dance this year was discussed. It was decided to hold this dance on April 22nd next, at Stanley Hall, Montreal. This event proved a great success last year when it was attended by upwards of 1,000 people. No trouble or expense is being spared to make this event the greatest ever held by the association.

The following members were present at the smoker: Messrs. Geo. A. Fortin, president; Jos. E. Harper, vice-president; J. R. Leonard, recording secretary; A. H. Hamilton, financial secretary; Nap. Rivet, honorary member; A. Alain, J. M. Berrie, M. C. Boulette, G. Bourque, L. Boyer, H. Bouthillier, M. Brousseau, J. F. Brousseau, Jos. Beaudoin, Fred Boisseau, J. Bouchard, A. Arcand, O. Chouinard, Geo. Drolet, W. Dagenais, J. F. Desautel, J. F. Garrity, A. Girard, J. Harris, P. J. Hogan, C. M. Hall, A. H. Hamilton, Houle Lucien, J. Jette, Frank Langlois, J. T. Lacroix, J. E. Lamothe, J. E. Nolan, W. Paquette, L. Paquette, H. Prazoff, M. Quinn, Jos. Riel, Chas. Rancour, J. L. Rochford, E. Racette, M. Soucy, Eug. Soucy, G. P. Stockton, X. Vaillancourt and E. Vaillancourt.

"When we hear of a man cutting down on his advertising," said a bank president recently, "we cut down on his credit."

Annual Meeting Ontario Shoe Manufacturers' Association

Memorialize Premier re Goverment Order and Luxury Tax—Plan to Compile Statistics re Shoe Industry

THE Annual Meeting of the Ontario Shoe Manufacturers' Association was held yesterday in Toronto. The meeting was well attended by representative shoe manufacturers from all parts of the Province, and many important matters of business were dealt with. The new Officers and Committees for 1921 are as follows:—

Hon. Chairman, A. Brandon, Brantford; Chairman, F. H. Ahrens, Kitchener; Vice-chairman, S. H. Parker, Preston. Directors, F. W. Manson, Toronto; W. C. Ackerman, Peterborough; W. H. Duffield, Hamilton; J. A. Walker, Toronto; E. C. van Geel, Tillsonburg. Secretary-Treasurer, Alex. Marshall, Toronto. Nominations and Resolution Committee, A. Brandon, G. W. McFarland, C. E. Hurlbut. Ontario Representatives to Executive Committee of Shoe Manufacfacturers' Association of Canada, F. H. Ahrens, S. H. Parker, G. W. McFarland, A. Brandon, J. A. Walker.

By unanimous resolution the following letter was authorized to be sent to the Prime Minister of Canada and the Prime Minister of Ontario and other members of the Cabinet:

"As a result of the world wide unsettled market conditions and many local causes, there is considerable unemployment in various trades at different points in Canada. While business men are practically a unit in agreeing that fundamental conditions in Canada are sound and hope for the future bright, there is sometimes found an undercurrent of pessimism brought about by the present process of deflation and concurrent unemployment.

"There are also some evidences that conditions might readily become more serious if this pessimism gained much headway, and which, if it became prevalent, would tend, by causing further timidity on the part of buyers, to render much more serious the unemployment situation.

"Just after the Armistice was signed a similar wave of pessimism began to rise, but prompt action on the part of the Provincial and Dominion Governments in advancing their buying programmes helped to dispel this pessimism, created opportunities for returned soldiers and bridged the gap between the war basis and the peace basis in industry.

"It would seem that just such another situation has arisen in which public opinion is looking to the Government for tangible expressions of its faith in the soundness of conditions and of its faith in the future of Canada.

"May we, therefore, suggest that one of the forms that this expression may take be the placing by Government departments of orders or contracts for necessary materials and supplies required for the carrying on of the Government's business?

"As shoe manufacturers, we are only interested in an indirect way, but we believe that it will be greatly to the advantage of the whole country if these orders, as suggested, were placed for delivery in advance of the time actually required.

"On the adoption of such a policy publicly announced, unquestionably a steadying effect would soon be felt with resulting improvement to all forms of industry and commerce.

"In the event of such a policy being adopted, we venture to say that the confidence exhibited by the Government in the industrial and commercial community will be fully justified."

Another resolution on the remission of the Luxury Tax follows, copies of which are also to be sent to the Prime Minister and members of the Cabinet.

"Whereas the Government of Canada has seen fit to remit as of date December 20th, 1920, the so-called Luxury Tax on shoes;

And whereas, in our opinion, an unearned stigma and deterrent to business have been removed from the shoe trade by reason of its remission;

And whereas the remission of the Tax will undoubtedly be followed by increased trade in shoes to the ultimate benefit of the thousands of employees engaged in the trade;

Be it therefore resolved that the Ontario Shoe Manufacturers' Association in Annual Meeting assembled record its approval and appreciation of the action of the Government in this respect;

Further resolved that a copy of this resolution be sent to the Prime Minister and other Cabinet Ministers."

The Association is also preparing to compile a good deal of statistical information which will enable its members to be fully conversant with the shoe trade in Canada, and is making a number of recommendations along similar lines to the Convention of the Shoe Manufacturers' Association of Canada.

Shoe Manufacturing Concern Organized by Toronto Shoe Workers

A NEW venture in the shoe manufacturing industry, organized along novel lines, has been undertaken in Toronto. This concern, known as the Empire Shoe & Slipper Co., operating with headquarters at 71 Adelaide St. W., is composed entirely of shoe workers, and every man engaged in the factory has not less than $1,000 invested in the business.

The officers of the company are: President, Wm. Lennon; manager, Chas. Jordan; vice-president, I. J. Acheson; secretary-treasurer, Walter Brown, business agent of the Boot and Shoe Workers' Local.

Up-to-date machinery has just been installed, and samples are now being turned out to show to the trade. The lines turned out are men's, women's, boys' and youths' McKays and Turns, Romeos and slippers, also men's and boys' canvas and felt boots.

Chester F. Craigie Enters Advertizing Field

Chester F. Craigie, recently general sales manager of Ames, Holden, McReady, Ltd., has returned to the newspaper field. He has joined Ross C. Stevenson, as partner in Dominion Advertisers, Limited, 232 St. James St., Montreal, holding the title of vice-president in charge of sales and promotion work. Mr. Craigie, who was for four years advertising manager for Utz and Dunn, of Rochester, N.Y., will devote considerable attention to the development of high class publicity among shoe manufacturers.

Presentation to Mr. Fred. A. Richardson

B.C. Manager of Ames, Holden, McCready Celebrates 28 Years in Company's Service

IN the west twenty-eight years is a long period, when history is in the making. Anywhere in Canada it is a long record for a business house. It is a still more noteworthy record when it applies to the period of a business man's connection with continuous service in one concern. When Vancouver was a very young city and the province of British Columbia was just beginning to feel the impetus given by the advent of the railway, the Ames-Holden-Company—as it was then called—opened a branch in the new terminal city. One of its first employees was Mr. Fred A. Richardson, then a very youthful member of the staff. Today Mr. Richardson is manager of the Vancouver business of Ames Holden McCready, Limited, a position he has been occupying for the past five years. He has been with the big shoe manufacturing concern steadily

Mr. Fred A. Richardson

in all the years intervening, and from one position to another has been promoted to the position of manager.

On Tuesday, Dec. 28th, when Mr. Richardson was not in the least expecting any special notice being taken of the fact that he had just completed a full twenty-eight years with the house, he was given a pleasant surprise by the members of the sales, office and warehouse staff, the occasion being marked by the presence of the travelling men in from the road for the Christmas holidays. The staff assembled in the general office and with an appropriate speech from Mr. Geo. Robinson, office manager, on behalf of his associates, a handsomely fitted club bag was presented to Mr. Richardson, as a mark of their esteem and appreciation of cordial relationship, as well as a memento of his long period of service. Mr. Richardson did his best to make a suitable reply, and succeeded in making it quite clear that he deeply appreciated the gift and the friendly feelings it marked.

Mr. Fred Richardson is so well known to the fraternity of travelling men who "make" B. C. territory and to the merchants in every nook and corner of the province that he needs no introduction to them. Prior to accepting the management of the Ames Holden McCready business in British Columbia, he had been on the road in the province for more years than almost any other travelling man, and he had covered every section. In the old days when the Cariboo country was covered by means of the B. X. stage route from Ashcroft, with great stage wagons drawn by six and eight horse teams over a rough road which was "improved" each year by shovelling the dried clay back into the ruts, Mr. Richardson regularly made his trips in season and out. It is a very different tour now with auto stages and railways reaching the distant points, and with good roads covering the outlying territory so well that many a travelling man has his own car to make his trips.

Change in Management of John Lennox & Co.

ON February 1st, the management of John Lennox & Company, Limited, Hamilton, was taken over by H. H. Francis and H. E. Dane, late of the Dominion Rubber System. They are both well known to the shoe trade of Ontario.

Many improvements in service and merchandising, are promised. The change will undoubtedly do much to keep this well known concern in the forefront of the shoe forces of Canada.

A Travelling Man's Appreciation of "Footwear"

Montreal, Jan. 13, 1921.

Footwear in Canada:

Enclosed please find $1.00 in payment of my subscription to "Footwear in Canada."

Your journal undoubtedly affords most reliable information regarding footwear. At this time, more than ever, such information is essential to the trade. Having been a traveller for Ames Holden McCready for fifteen years, I feel that I am in a position to testify to all the good work of your paper.

Yours very truly,

(Signed) Geo. C. Trudeau.

N. C. R. Hundred Per Cent. Club Convention

AT the recent convention of the N. C. R. Hundred Per Cent. Club, eight hundred salesmen from all parts of the United States and Canada met to exchange ideas. Improved merchandising and business methods and discussions on the outlook for 1921 were features of the programme.

"We are optimistic, but we are going to back up that optimism with safe, sound, business judgment." This statement was made by Mr. J. H. Barringer, first vice-president of the National Cash Register Company. "Things are getting back to normal," continued Mr. Barringer, "and now is the time to plan for the future, and go forward. Good hard work is needed to bring about better business. The strength of this organization is in meeting conditions as we have always met them—with confidence and courage."

Ames, Holden, McCready, Company, Limited Montreal, re-opened their factory on January 18th.

Care of Shoe Repairing Machinery

Oiling, the All-important Feature—Hints Re Belts, Scouring Wheels, Etc.

By Oliver M. Brooks*

SOME time ago we were privileged to look over the syllabus of instructions on handling shoe repairing machinery compiled by a man who understood the subject from the point of training new men in the ancient and honorable art of shoe repairing by up to date mechanical methods.

The first lesson outlined in this syllabus was on the subject of "Oiling." Then followed a list of other lessons and divers instructions, terminating in the final lesson, the subject being "Oiling."

Without criticizing the merits and effectiveness of that syllabus and its qualifications to instruct, the author had shown remarkable understanding of his subject and the essentials of teaching new men the successful handling of shoe repairing machinery by trying first and last to drive home forcefully the necessity of giving particular attention to that most neglected subject of correct oiling.

It is a subject so easy to understand that very few men can be induced to give it any special consideration, and frequently for the very reason that it seems so trivial it is commonly the most neglected matter in shops that give detailed attention to subjects far more difficult but much less important.

Positively the very first thing to learn in caring for shoe machinery—or any other machinery for that matter—is the vital problem of proper and sufficient lubrication. In installing a new machine it should be the first thing attended to and in using an already established outfit it should be the first care of every good operator.

More Than Half Repairer's Mechanical Troubles Due to Lack of Oiling

Estimates placing the cause of general machine troubles to improper or lack of lubrication vary, but it is safe to say that more than half of the general run of shoe machinery troubles are caused from the lack of a few drops of the all-saving lubricant in the vital spots.

More damage can be done to a bearing or shaft in one hour's running with insufficient lubrication than will occur in several years' wear under good working conditions.

How, you may ask, if this apparently simple thing needs such detailed attention, should one go about the matter?

First the oil can. Is it in good condition? Does it give a good even flow of the lubricant you are using or does it squirt sometimes and just bubble others, so that when the spout tip is out of sight you cannot tell how it is working?

Or is it one of those messy contraptions that just leaks oil at the joints till everything is sticky and you just hate to pick it up and everyone else just avoids picking it up and the result that no one does unless they absolutely have to? See you have a good oiler; any kind of a good oiler will do. They may be purchased from every reliable machinery concern and represent by far the smallest investment yielding the largest returns that any one using machinery can make.

Use the Right Oil

Having the oiler, next the oil. Not all oils are good for this work. Use the lubricant recommended by the manufacturers of your machine or if you have forgotten what they did recommend, then order a supply from the most reliable shoe machinery concern you know of, mentioning the purpose for which it will be used. Oil for shoe repair outfits must be fairly free flowing yet possess sufficient body to feel smooth between the finger and thumb and form that protecting mobile film surface between the shafts and bearings that makes all the difference between a long life and a short one.

Do not experiment with pet mixtures of lubricants recommended by A. Friend unless he is pretty well versed in the subject. We know one shoeman who did. He knew linseed oil was pretty good stuff to put in paint and helped preserve buildings, and he tried a little in his oil can to help preserve a new machine of which he was very proud.

Things went splendidly for a few minutes and then all of a sudden, with only a little growling noise for a warning, the mainshaft stopped dead, the motor belt slid off the pulley and gave a few expiring flops around on the floor, while the motor, which had not been "preserved," kept on going.

The united efforts of all the staff in that shop could not get that shaft to budge half a turn. The machine had only run a few minutes and none of the bearings were even warm, but had the appearance of being frozen solid—and they were.

Several hours later, when we had them all industriously scraping and washing off that hard black film that the "preservative" had formed on the shaft and in the bearings like so much black glue, the proprietor of the shop straightened up an aching back and passed a few pointed and pithy remarks that described the situation very well, but unless the printer has something that looks and sounds like fireworks and smells of brimstone we don't know how he could possibly set it up in type.

No! most decidedly, do not experiment with unknown lubricating mixtures.

Don't Overlook the Tenth Hole

Having the oiler filled with the right lubricant the next thing to do is to locate all the oil holes and unite the twain in the bonds of slippery affinity. No good at all to oil nine holes thoroughly and pass up the tenth because it is hard to reach, or the oiler suddenly gurgles its last drop. That is simply courting what is sure to be presented to those who develop these habits sooner or later—trouble and a bill of expense.

*United Shoe Machinery Co. of Canada.

It should be apparent to everyone, yet observation teaches us that such is not always the case, that a few drops in the right spot is worth more than a lot spilled indiscriminately around or a young flood on the floor. Just put the oil in the oil hole.

Your outfit may be equipped with a continuous chain oiler bearing, (the best of them are), the purpose of this chain being to carry a supply of oil with the rotation of the shaft up from the oil chamber beneath and feed it over the bearing surface whence it returns through a series of grooves or veins to the oil chamber to be used over and over again. Therefore it is necessary when oiling to see that this little chain is travelling freely when the shaft is running. If it does not rotate properly take a fine instrument and endeavor to start it or remove the point of obstruction. It is essential to get it going and see that it keeps up the good work. The same would, of course, apply where a ring oiler is used in place of a chain.

This latter is a feature that should be given particular attention in very cold weather when the oil is apt to solidify in a cold workshop and retard the starting of the oiler chains. If the oil seems too sticky for the cold weather, better get a little lighter grade.

The reverse of this condition may apply in very hot weather and the oil become too thin, although this is not so likely to be a source of trouble. But still there is nothing lost by using a trifle heavier lubricant during the very hot spells and it may save quite a flock of trouble on a busy day.

When a Bearing Heats

Ossasionally, in spite of all care a bearing will suddenly take a streak of heating in a most annoying manner and defy all efforts to keep it cool. Rather than prolong the struggle for any length of time it is preferable to loosen the bearings in its yoke or housing and slide to one side on the shaft. Make a careful inspection to see if there are any rough spots on the shaft and if so smooth them down with a strip of old fine emery cloth. Should there be a "diamond" visible (one of those little hard encrustations of decarbonized metal that look so bright on the shaft) it must be carefully cut clean away with a chisel or fine file and the abrasion smoothed down.

Clean out the bearing thoroughly by washing with kerosene or coal oil and drain through the drip plug if there is one or by turning the bearing upside down on the shaft. Slide back into its proper position, see that it lines up without in any way binding the shaft and adjust to proper location. Now fill up with good oil and that trouble will probably be over for a time.

Why all this reference and repetition to the matter of good oilings? Is there anyone in the trade using a machine that has not long ago grasped its significance? Rather than commit ourselves to estimates allow us to quote just one instance of the many that are continually cropping up.

One repairer, whom we know to be a real shoeman, had installed a fine new outfit and sent in a hurry call for a mechanic, after he had been running some little time. One of the clutches on his repair outfit was heating badly. The mechanic arrived and diagnosed the case—lack of oil. The owner expressed indignation at such a suggestion. Of course he had always oiled everything. The mechanic took off the offending clutch and bearing, wiped out the dust where the oil should be, smoothed down the rough spots on the shaft, explained the cause of the trouble and departed.

Some considerable time later there was another call with practically the same story. Only this time it was a different clutch and had gone pretty badly. But it was fixed up—another little lecture read on the subject of oiling which did not meet with the very kindest reception.

Again some months later there was another call and the complaint was the old one, only, this time things were looking worse than before. The subject of oiling was a very touchy one and the owner opened fire by remarking that it was no good blaming the lack of lubrication this time. There was the oil can and anyone could see it was full of oil. It was; but two of the bearings and one of the clutches were not.

How to Cause Depreciation

Carefully we removed them and shook the dry contents out onto a sheet of paper and soon we had a tiny pile of black shiny looking powder. Things were worn pretty badly for apparently the machine had run for some time in that condition.

Argument seemed useless so we simply took one of the hotel envelopes, shook in that little heap of shiny powder and wrote on the outside: "This contains powdered shafting and metal dust ground from the clutches of your outfit. It represents an expensive depreciation in the value of your machine. Ten cents worth of oil would have saved it." On leaving we passed this little object lesson as we held out our hand to the somewhat surprised proprietor without a word and departed. Perhaps it had the effect we desired, for there has not been a repetition of the same trouble from that quarter to date.

The Dangers of "Speeding"

Speed has a bearing on the life of your machine. Run the outfit at the speed recommended by the manufacturer, no more, no less. The better class outfits will stand a higher speed than the less expensive ones on account of the better materials, construction, bearings and more accurate balancing of the fittings. But it is a great mistake, and usually an expensive one, to speed up any machine beyond the rating given by its manufacturers, whose mechanical experts you may be sure have very good reasons for recommending the speed advised. Overspeed results in excessive wear and tear of parts and vibration and underspeed in lessened efficiency and production.

To work at its best the machine must stand on a firm level foundation. The larger size outfits particularly must be carefully levelled and lined up so that there is no danger of the countershafting springing or bending in turning.

It is not an uncommon thing for a floor to settle after a new machine has been running for a while, throwing the shafting out of line and causing trouble. The remedy is in relining up the outfit and mainshaft particularly, using a long spirit level to get a true level and line, putting shims under the machine frame, where necessary, to obtain good results.

Ordinary roofing shingles split to convenient widths will be found to make very convenient shims for this work their shape allowing of very gradual insertion under the part to be raised.

The Matter of Belts

The man who would obtain maximum results from his outfit must give occasional attention to the matter of belts. Often these important agents of transmission are sadly neglected, are of unsuitable material or are badly pieced and joined, all of which will have

a tendency to reduce the working efficiency of the outfit. Poor belts mean lost transmission—power used fruitlessly and an expense incurred without return.

An excellent light canvas belt may now be obtained from shoe machinery manufacturers that is extremely durable, has splendid transmission properties and is practically silent in operation, this last being a desirable feature where the outfit operates in a store where one must transact business with the public.

Since most shoe repair outfits are operated with relatively small pulleys it is desirable that the belt be of a flexible nature in order that it may hug the pulley closely and lose no grip in its quick turn over the small surface. Canvas belts properly applied need no belt dressing and being light and pliable add to the life of the machinery.

Leather or rubber belts may, of course, be used if preferred, but care should be taken to see that they are of a pliable nature, hug the pulleys snugly and are fastened without lumpy joins. A badly made splice or join means noise and vibration every time the joined portion passes over the pulleys, is hard on the shaft and bearings and does not assist the operator in producing good work.

To get the best results the belts must not be too tight nor too loose. A tight belt will drag the shaft in its bearing causing wear and heat while one too loose loses transmission in unnecessary slipway. To test the belt feel its taughtness when in position; there should be just a little give when the two sides are drawn together. Hold the pulley still with one hand and pull on the belt with the other in the direction in which it should travel. If the pulley be metal and not too large a good pull should cause the belt to slip just a trifle over the pulley when the tension is about right. Light belts may be kept a little tighter than those of heavy material.

Sometimes transmission is lost by the belts getting oily or greasy. Do not put belt dressing over the oil. Clean the oil off. Wash a canvas belt in gasoline or wipe a leather or rubber one with a sponge or brush dipped in gas. Remember oil will rot a rubber belt quicker than constant running.

Cultivate the Virtue of Cleanliness

If cleanliness be next to godliness then many repair outfits are far removed from being godly affairs. Real cleanliness in connection with machinery is usually only accomplished by continuous effort. Train the shop boy to wipe the machine down just as often as he sweeps the floor, but allow no one to clean any shafting or machine while in motion. Above all drill that little safety first precaution into the boys for they do just love to try that experiment just as they naturally like to play with fire and explosive and it is just about as safe.

One large organization that we know insists that every operator spend five minutes at the end of each day in cleaning his machine for which purpose the machines are stopped five minutes before quitting time. An inflexible rule holds good that any employee found cleaning a machine in motion is instantly dismissed without question.

Care of Scouring Wheels

The felt scouring wheels and rolls need occasional attention to get the best results. They must be true to get full wear from the abrasive material and good scouring results. A scouring wheel that is out of true and has a high spot or bump is just about as useful as a three-legged mule, but unlike the mule it can be cured. Lock two pieces of the abrasive to be used in the jaws of the wheel and then true up the belt while running with a flat sheet of abrasive tacked on a board.

Never work with a broken wheel or roll or one with a defective lock. Get it fixed. It is much easier than getting a new eye and cheaper than buying new glasses. Felt rolls should always be kept perfectly dry.

Polishing wheels and rolls of every type must be trued up as they show signs of wear. Good work is not practical on a roll that is not round. Similar methods to that suggested for trueing up the felt roll will be found effective.

In putting on the finishing roll covers care should be taken to get them on skin tight and without wrinkles. Use one cover on felt rolls and two on the corrugated rubber rolls for best results. Work out the wrinkles with the hand while putting them on for the wrinkles prevent good work being accomplished and cause waste by wearing through first.

The Finishing Brushes

The finishing brushes are an important factor in good finishing and must be kept in good shape. Do not hesitate to replace any brushes that wear down for a good lustre cannot be obtained with a few revolving uneven tufts of hair or yarn. Use only brushes with an even surface of a texture that produces the best results for your purpose.

Use nothing on them but a good brush or stick polish and never enough of that to make the brush sticky.

Never wash a machine finishing brush that is dirty with water for that loosens the glue with which they are made and spells their undoing. If too dirty to clean by upholding a solid square edge object against them while running, try sponging the hair only with a little gasoline in which a spoonful of borax has been dissolved and dry at once by running up the shaft. Do not attempt good finishing with a dirty brush that cannot be cleaned—invest in a new one, it is cheapest in the long run.

Changes in the Repair Business

Mr. J. B. Dennis, of Galt, Ont., has recently purchased the shoe repairing business of the late C. Beyer, 28 Benton Street, Kitchener, Ont. Mr. Dennis was previously employed in the factory of the Solid Leather Shoe Co., of Preston for 8 years, and in the factory of Getty-Scott, Ltd., of Galt for 4 years.

* * *

Mr. A. Enchin, who previously operated a shoe store at 34 McDonnell St., Guelph, Ont., known as the Reliable Shoe Store, has moved to 261 King St. W., Kitchener, where he will continue in business under the same name. The premises have recently been completed, and Mr. Enchin is making a fine display of up-to-date boots and shoes.

The firm of H. W. Upham, wholesale dealers in leather, shoe findings, and shoe repairers' supplies of all kinds, have recently changed their address from Sussex, N.B., to Moncton, N.B., and state that they are now in a position to give the trade in the Maritime provinces the best possible service.

Interior West End Shoe Hospital, 320 Granville St., Vancouver, where orthopaedic shoes are manufactured.

Orthopaedic Bootmaking a Benevolent Science

IN connection with the treatment of disabled soldiers it is well known that many injuries to the feet necessitate the wearing of specially constructed boots, which can only be made by experts with mechanical training. The importance of this branch of boot manufacturing lies in the fact that unless the boots are properly designed the wearer suffers from his deformity and often is further crippled. Orthopaedic bootmaking occupies an important niche in the Invalided Soldiers' Commission and in Western Canada it was only after a thorough investigation that work was entrusted to S. Friedman, proprietor of The West End Shoe Hospital, 320 Granville Street, Vancouver, B.C.

Mr. Friedman has spent forty-four years in the manufacture of special boots for crippled, deformed and tender feet. A wanderer by nature he has followed his vocation from the shores of his native Russia to Great Britain, thence to this continent, where he has moved from Coast to Coast and from Mexico to the Northland. He has been located in Vancouver for a number of years and is well known by hundreds of returned soldiers who enjoy the maximum possible comfort from shoes made in the West End Shoe Hospital.

A staff of six men are kept constantly busy in the shop which is well fitted with modern machinery. A row of cosy leather chairs at the left of the store is generally packed and a ladies' waiting room in the rear affords the desired privacy for the gentler sex.

A Handsome Catalog

THE Eagle Shoe Company, Limited, Montreal, are sending to the trade throughout Canada, a very attractive, illustrated catalogue. The trademark is prominently displayed on the front cover in three colors, green, blue and brown.

On page 2, there are four reasons given for the company instituting the "in-stock" department, together with what the company aims to do in the way of giving dependable and efficient service.

The remainder of the catalogue is taken up with cuts of the different lines in stock, both in men's and women's. Underneath each cut there is a description of the shoe, also the number, while at the top of each page the words "Strider Registered" are printed.

St. Catharines Repair Men Elect Officers

AT a well-attended meeting in December, the St. Catharines, Ont., Shoe Repairers' Association held their annual election of officers, which resulted as follows:—

President, Wm. Inglis; vice-president, A. H. Dainty; secretary-treasurer, Walter Legg; auditors, R. O. Reilly, A. Hill, C. Walters; trustees, Wm. Sloan, Wm. Legg, Sr., F. T. Roble; managing committee, W. McCanse, C. Marrack, I. L. Slanika; inside guard, C. Walters; outside guard, I. Katzman.

The association is in a very healthy condition. There are twenty members, and all of them are paid up to the end of the year. The meetings are now held on the second Thursday of each month in the Sons of England Hall.

A Little Problem in Mathematics

A HAMILTON subscriber sends in the following problem, which, he says, has been causing a considerable amount of discussion in that city, and it is certainly very easy to jump to wrong conclusions if you don't see through the camouflage:

"A man goes into a shoe store, buys a pair of shoes at $8.50 and gives the clerk a ten dollar bill. Now the clerk has not any change, and so goes next door with the ten to get change. He returns, gives the customer $1.50 and the shoes. After the customer has gone, the party next door comes in and says, "this bill is bogus," and the clerk hands him a good ten dollar bill for the bad one.

"How much is the shoe dealer out?"

We leave it to the reader to figure it out and enlighten our correspondent.

Universal Shoe Machinery of Canada, Ltd., have planned to place on the market this month, their new Model S. Stitcher. It is also the intention to have one demonstrating in Montreal, and possibly, also in Toronto.

Wear Resistance of Sole Leather

Laboratory Wearing Test by U. S. Bureau of Standards to Determine the Relative Wear Resistance of Sole Leather at Different Depths Throughout the Thicknesses of the Hide

THE results given in this report are those obtained from a series of preliminary tests and must not be regarded as the data from extensive researches on this subject. They are, however, significant in that for each individual test of this series the same general tendency is shown.

The leather used for these tests was taken from a single hide and so marked that the relative location of each test piece could be ascertained. The 18 test pieces prepared for the machine-wearing test were divided into six groups, three of which were tested by wearing with the grain side out, and three by subjecting the flesh side to the wearing action. The six groups were prepared as follows:

Test Pieces to be Worn on The Grain Side

G1, left the original thickness of the leather.

G2, made approximately two-thirds original thickness by skiving off one-third from the grain surface.

G3, made approximately one-third original thickness by skiving off two-thirds from the grain surface.

Test Pieces to be Worn on the Flesh Side

F1, left the original thickness.

F2,made approximately two-thirds original thickness by skiving off one-third from the flesh side.

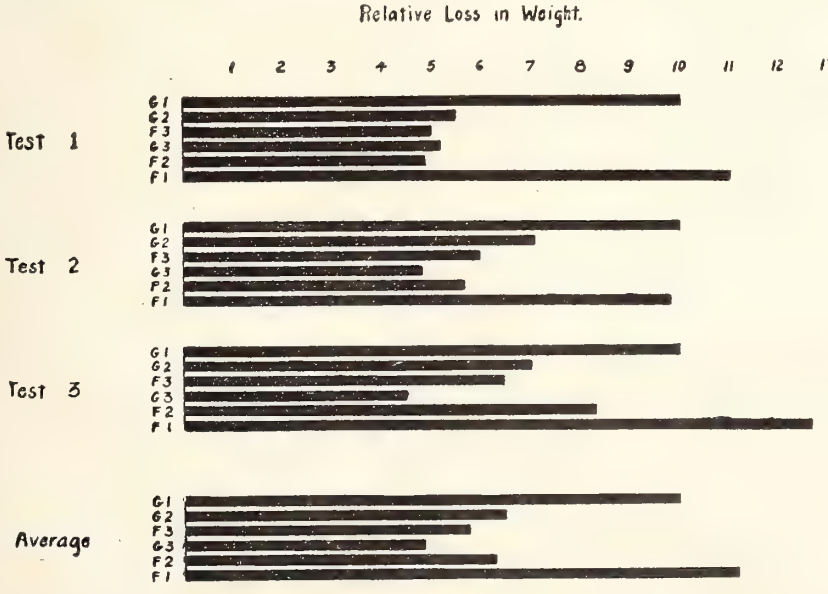
F3, made approximately one-third original thickness by skiving off two-thirds from the flesh side.

By this procedure test pieces were obtained at four different layers of the leather, the grain surface, a depth of one-third the thickness of the leather, a depth of two-thirds the thickness, and the flesh surface.

Three individual tests were made on the wearing-test machine with a sample representing each group in every test. The length of the runs was varied, but all the other conditions of the tests were kept as nearly constant as possible.

The results of each of the three individual tests and also an average result of all of them are shown in the accompanying graphs. These graphs (Fig. 1) show the relative loss in weight of each sample as compared to the loss in weight of the sample G1, which was chosen as the basis for comparison. The arrangement of these graphs was based on the actual thickness of the test pieces. In each case there is a striking similarity between the results of the runs. From these data the outside surfaces of the leather appear to have much less resistance to wear than the interior portions of the hide. The grain surface has more resistance than the flesh side, although this difference is not so marked as that between the outer and inner parts. Without extensive researches it would be impossible to locate the specific layer having the greatest wearing resistance, if any such surface exists, which is very doubtful.

There are several reasons to which this difference may be ascribed. It is probably due to a certain extent to the difference in the degree of tannage between the outer and the inner portions of the leather. The outer layers take up the tannin before the latter has a chance to penetrate to the interior of the hide; the tannins are precipitated in the surface layers and they, therefore, tend to retard the tanning of the central parts. In all pieces of heavy leather the central part is probably much more lightly tanned than either the grain or the flesh surfaces. This may be clearly



The sample, **G1**, which was left the original thickness of the leather, is chosen as a basis of comparison in the accompanying graph. The results of the runs show a striking similarity in each instance. The superior wear resistance of the interior portions of the leather is very marked.

FIG. 1.—*Wear resistance at different depths of a hide*

noticed in a piece of so-called undertanned sole leather.

A study of the anatomy of the hide itself discloses even greater reasons for this wide difference in wear resistance. The part of the skin that goes to make up the finished leather may be divided into two distinct parts, the grain and the flesh, or more correctly

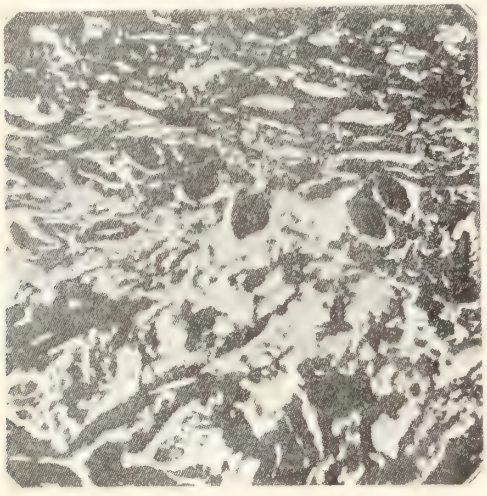


Fig. 2—Grain Portion

speaking, the corium. The chemical constitution and physical structure of these two divisions are quite different. Briefly, the grain consists of the papillary layer, of bundles of very fine white and elastic fibers, and it contains the sudoriferous and sebaceous glands. These fine fibers are clearly defined, lying nearly flat and extending in every direction, closely interwoven and overlapping, sometimes even doubling back into

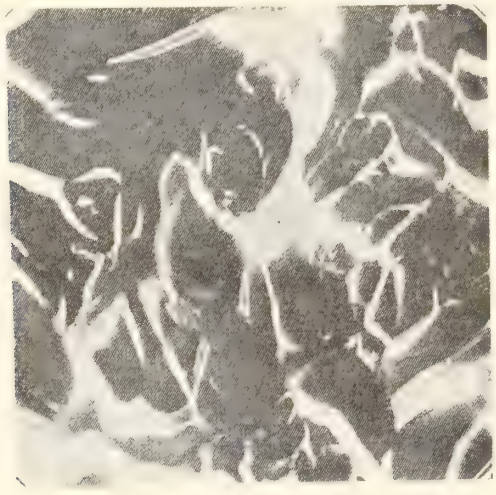


Fig 3—Corium

the lower fibrous layers. Fig. 2 shows a cross section of the grain portion of a piece of lightly rolled union sole leather magnified to 50 diameters. The grain surface is seen as the dark portion at the top; beneath it may be seen the white fiber bundles with the glands scattered through them.

The corium, in Fig. 3, is composed of larger bundles of fine fibers, not so compactly interwoven as those of the grain portion.

There appears to be no system in which the fiber bundles interlace themselves, but, from his extensive researches on this subject, Alfred Seymour-Jones has concluded that these fiber bundles are woven in a definite steplike manner.

The flesh side of the leather, Fig. 4, consists of smaller bundles of fibers closely interwoven and running more neatly parallel, forming a region similar to that formed by the white fibers of the grain.

The grain membrane itself has very little resistance to wear. It deteriorates rapidly, especially in dyed leathers, and peels off in little flakes. Sheepskin and morocco (goat) leather show this defect, although it has been noted to a less extent in cow leather. The surfaces composed of the smaller bundles of fiber, although more compactly woven, do not possess the

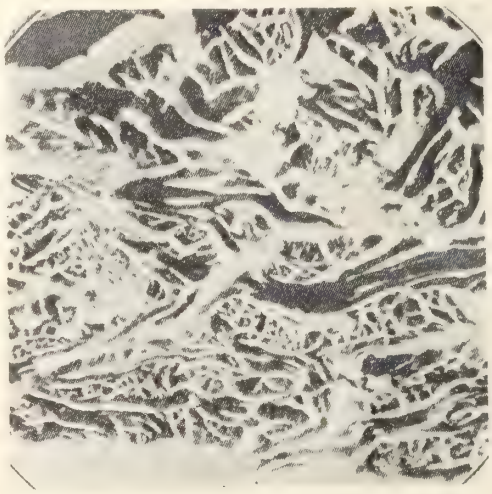


Fig. 4—Flesh Portion

resistance of the larger, less closely knitted fiber bundles of the corium.

From the data obtained from this series of tests the interior portions of the leather appear to have a greater resistance to wear than either the grain or the flesh sides. There is no specific surface which has the greatest wear resistance.

Practical Hints for the Repair Man From "The Shoe Repair Shop"

A seam should not be stitched tightly if it has to be rubbed or beaten down, as this expands the leather and the strain will break the thread when the shoes are worn. The stitches should be set so as to allow the seam to give as the leather expands. Care should also be taken that the seam is not over-rubbed.

In stretching shoes hot water will open up the pores of the leather and the leather will remain as stretched, although the surface will be roughened out. A little chalk should be rubbed in at the spot where hot water has been applied. Steaming or applying hot water is the correct idea where a permanent stretch is wanted.

Although a small headed nail or tack may hold very well in a high quality leather, it will work through cheap leather when the shoes is worn. A slight riveting at the point will, in most instances, be found just as satisfactory as a larger one, because the point is turned and the hook-shaped end cannot work through very far. In high quality leather the point need not be riveted. This is also true of wooden pegs, which are out of place in cheap stock.

Toronto Association Plans Membership Campaign

At their meeting on the evening of Jan. 27, the Toronto Shoe Repairers' Association discussed plans for a membership rally, which is to be undertaken throughout the city. Mr. J. Hendry is undertaking to divide the city into eight sections for the purposes of this campaign, and the co-operation of all the members is desired. Not only have the executive in mind the enlisting of new men in the ranks of the association, but they are even more anxious to rekindle the enthusiasm among some of the present members who have not been taking any real interest in the work of the association. Their object is to make every member a live member and a real asset to the organization. In this way they hope to tide the repair trade over the difficult period which is now affecting so many other lines of business.

Annual Meeting Hamilton Shoe Repairers

On the evening of Tuesday, January 11, the Hamilton Shoemakers' & Retailers' Association held their annual election of officers, the following being appointed for the coming year: President, T. Grayson; vice-president, A. Charlesworth; secretary-treasurer, A. R. Wilton; auditors, M. Chapman, K. K. Newton; executive committee, F. H. Revell, J. Thornton, W. Wharrad, H. Henderson, C. Hunt.

The meeting was a good one and started right on time, twenty-one members being present.

Previous to the election of officers, the following motion was carried amid enthusiastic applause.

"That this association desires to place on record its appreciation of the manner in which our president, Mr. Henderson, has conducted the business and meetings of the association during the year, his fairness and impartiality being a pleasure to all members."

The members present also showed their appreciation of the services of the secretary-treasurer, Mr. Wilton, by authorizing an honorarium for him.

The secretarial report touched briefly upon events during the year, making particular reference to the banquet, the picnic and the trip to Brantford, which visit is to be returned shortly.

The report showed that there was an average attendance of fifteen at the twenty-one meetings held during the year. Twenty-three members were added to the roll and seven were dropped. The names on the books now number sixty-six.

FOOTWEAR FINDINGS

Happenings in the Shoe and Leather Trade

Alfred Lambert, of Alfred Lambert, Inc., Montreal, was recently elected president of the Montreal Chambre de Commerce. Mr. Lambert has been a member of this Association for a number of years, and has occupied several important positions. Last year he acted as vice-president of the Chambre de Commerce.

The boot and shoe factory of the Guenette Company, Montreal, was partially destroyed by fire on January 7, 1921.

Mr. R. W. Ashcroft, Director of Publicity, Ames-Holden-McCready System, Montreal, Canada, has been appointed assistant to the president of that company, in addition to his other duties.

The Empire Shoe & Slipper Mfg. Co., Ltd., has been incorporated, with head office in Toronto, capital $40,000.

The destruction of McDonald's Shoe store, Sydney, N.S., is reported. This store was located on Charlotte St., in the Ingraham Block, which was burned to the ground.

Letters Patent of incorporation have been issued to the Scroggins Shoe Co., Ltd., Galt, Ont., capital $40,000.

Lawson's stoe store, Regina, Sask., is reported to be selling out.

The Goodyear Tire & Rubber Co., Akron, O., announces a cut in wages of its employees ranging from 12½ per cent. for factory hands to 15 and 20 per cent. for clerks and supervisors.

The premises of Peter Braunstein, shoemaker, St. Henry & William Sts., Montreal, suffered some damage from smoke and water in a recent fire.

The Morrison Shoe Co., London, Ont., received some slight damage by fire recently.

Rowland Hill, one of London's well-known shoemen, is warming up down in the West Indies. In his absence, the business is well looked after by his two very capable sons, Rowland, Jr., and Clarence, along with their efficient staff.

Ward Casselmen, of Casselmen Bros., London, Ont., has been rolling the "stones" down at the big St. Thomas bonspiel. He says "some game," but the sweeping is hard on a fat man.

A factory-to-consumer shoe sale is advertised in Winnipeg. It is to continue for ten days at 323 Portage Ave. The advertisement states: "A large stock of boots and shoes have been brought in from Eastern shoe factories and placed in our hands for quick sale."

T. D. Pierce, Port Rowan, Ont., has sold out the stock of his general store, including boots and shoes.

Chas. O. Shaw, of Huntsville, Ont., president of the Anglo-Canadian Leather Co., was recently a guest at the Queen's Hotel, Toronto.

Weseloh's, Kitchener, Ont., moved into their new store at 61 King St., E., recently.

The new Cut Rate Shoe Store, 113 Simpson St., Fort William, Ont., has recently been opened. It is doing some sensational advertising in local papers.

Johnston's Boot Shop, 347 Oulette Ave., Windsor, has been running a big sale to liquidate a $35,0000 stock. A "Sales Wizard" is on the job.

Rannard's, Winnipeg, have been holding their seventh annual clearance sale in their three stores.

St. Jean & Co., shoe manufacturers, Montreal, were burned out recently.

The stock of John Watson, shoe merchant, at 201 Notre Dame St., E., Montreal, was damaged by water recently.

The dry goods and shoe store of K. S. Aboud & Co., Shawinigan Falls, Que., was recently burned out.

An act of genuine charity is reported on the part of J. Reycraft, a Walkerville shoe merchant, who has donated $60 to a destitute family in Ford, Ont. The husband, wife

and four children were all fitted with footwear by Mr. Reycraft.

The Edward Stark Shoe Co., 693 Granville St., Vancouver, announce that they are closing out their men's department, and will conduct an exclusive ladies' shoe store.

J. B. Stanton, who for many years carried on a shoe business in Newboro, Ont., passed away recently in that town. The late Mr. Stanton was a remarkable man, for though he had been blind for forty years, he was able to go around and attend to his business quite efficiently, up until two years ago, when, owing to failing health, he was forced to retire.

Hugh C. Knox, of the jobbing firm of Bignell & Knox, Montreal, recently became the father of a bouncing boy.

Oscar Clement, Enreg., tanners and curriers, Quebec, have recently assigned to LaRue, Trudel & Picher.

Albert Birker, Montreal, has registered a shoe repairing business under the name of the Laurier Shoe Hospital.

The Globe Boot Shop, Montreal, has been burned out.

Conrad Beyer, shoemaker, Kitchener, Ont., passed away some weeks ago.

W. G. Hardie, of Canadian Shoes, Ltd., C. Cronk, of the Cronk Shoe Co., E. E. MacIntyre, of the Brandon Shoe Co., and Jas. D. Clarke, of Clarke Bros., St. Stephen, N. B., were all in Ottawa recently calling on the trade.

Mr. John Little, shoe merchant, has been elected mayor of the incorporated towns of Barrie and Allandale, Ont.

Messrs. Ward and Carter have recently purchased the business of Arch. Cruickshank, "The Veteran Shoe Repairer," 692 Landsdowne Ave., Toronto, and in addition to the repairing end of the business, are carrying a full stock of boots and shoes. They are also opening a wholesale and retail department, for the sale of leather leggings.

Armand Bastien's factory at Indian Lorette, P. Q., was completely destroyed by fire on January 30th. The factory was a two storey building, and used for the manufacture of Indian moccasins, fancy slippers, snowshoes and canoes.

W. A. Kearney, Maritime Representative of Getty and Scott was in St. John, N. B. the last week of January showing some specialties for Easter trade.

John Owens of the warehouse staff of Ames Holden McCready, Ltd., St. John Branch, died recently aged 25 years, leaving his wife, mother, two sisters and brother to mourn.

Shoe dealers in St. John, N. B., are now running clearance sales of their winter stocks and are meeting with good success. They report that Christmas business in 1920 was the best they have ever had.

Edward O'Donnell, shoe merchant, Newcastle, N.B., recently passed away.

Salesmen are now in the Maritime Provinces showing gaiters and felt goods for fall 1921, prices being down about twenty per cent. They report buying of their lines as being very good, about the same as for last year, which was the best gaiter season they ever had.

Mr. Semple of the firm of Killam & Semple, shoe manufacturers' agents of Truro, N.S., is a member of the "All Canada" curling team now playing in Great Britain. This team have won the majority of their matches so far. Mr. Killam, his partner, last summer qualified for a position on the trapshooting team that was to represent Canada at the Olympic games in Europe, but for business reasons was unable to go with them.

R. J. Trethewey, western Ontario representative for the Blachford Shoe Mfg. Co., Toronto, is now on his territory, and among other lines, is showing the very newest in strap pumps, both in welts and turns.

M. Hessenaur, formerly salesman and window trimmer for the J. P. Cook Co., Ltd., London, has been appointed manager of the shoe store recently opened on Richmond Street by Mr. Balatto. We wish Mr. Hessenaur every success in his new responsibilities.

W. J. Ashplant, of Hubert Ashplant & Sons, London, Ont., has just returned from a trip through the eastern shoe centres, also spending a day in Toronto. He reports prices quite stabilized and is preparing for a big spring and summer business.

L. J. Trethewey, sales manager of the Brandon Shoe Co., of Brantford, who quite recently returned from a special trip through the northwest provinces, going as far as the coast, spent a few days in London, lining up a few of the larger accounts with "Brandon" and "Monarch" men's shoes.

Mr. W. G. Fallen, of Getty & Scott, Ltd., recently visited Rochester, Philadelphia, New York and Brooklyn, spending two weeks on the trip, and reports that trade conditions seem to be very much improved in the shoe industry in these centres.

A. R. Hewetson, of J. W. Hewetson Co., Ltd., Brampton, Ont., was among the Canadan visitors to the Milwaukee convention of shoe retailers.

Albert's Boot Shop, Montreal, has discontinued business.

Jabez Stanton, of Newboro, Ont., who formerly operated a shoe store in that town, recently passed away. He was a prominent figure in Leeds County.

The Family Shoe Market, Winnipeg, has commenced business.

TRAVELLER WANTED—To sell the cheapest and best silk oxford laces, also cotton laces. Good commission paid. Shoe traveller preferred. Address Laces, Box 1934, Montreal. 2

WANTED: SALESMEN calling on SHOE TRADE to carry a side line, article of exceptional merit, and easily sold. Sample convenient to carry. LIBERAL COMMISSION. Write AT ONCE to F. C. BRANDT, KITCHENER, ONT., for territory, and when writing, state territory now covering. 2

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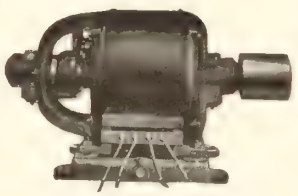

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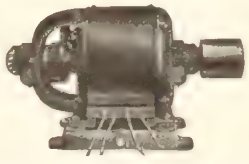

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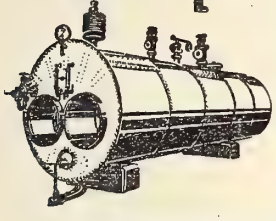

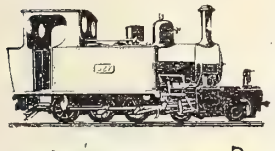

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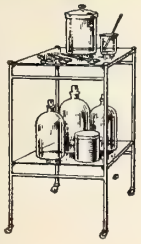

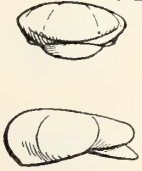

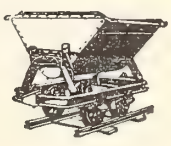

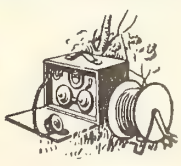

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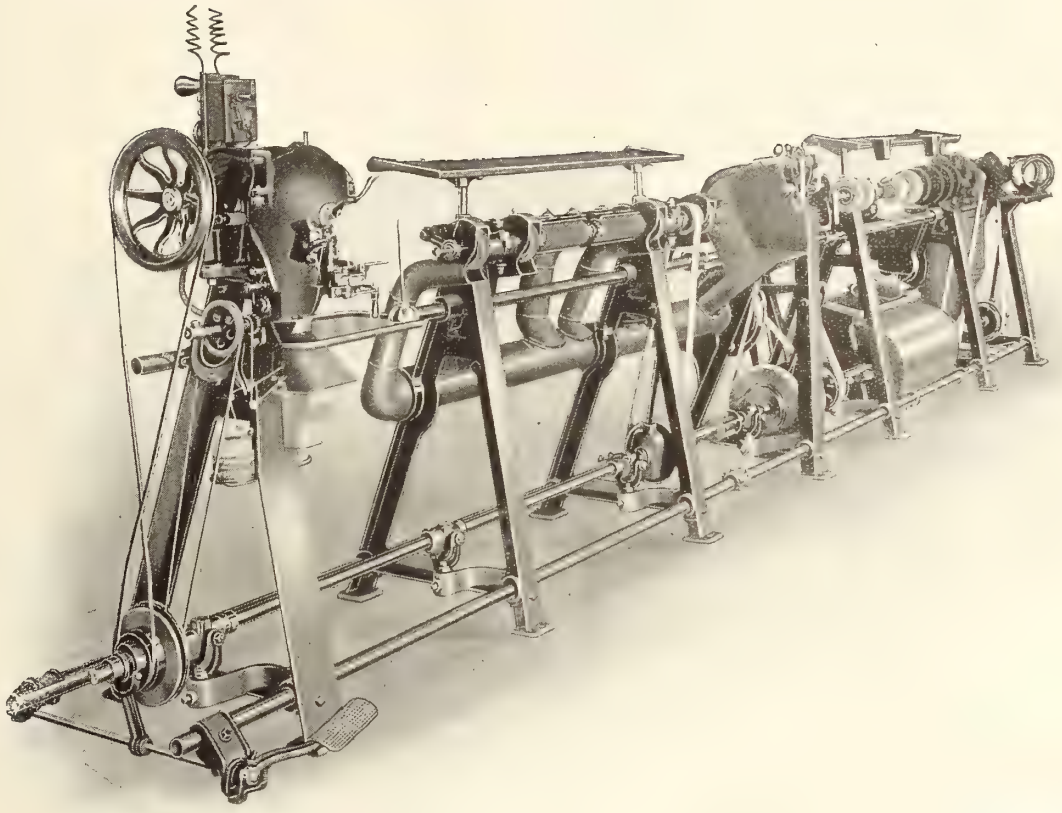

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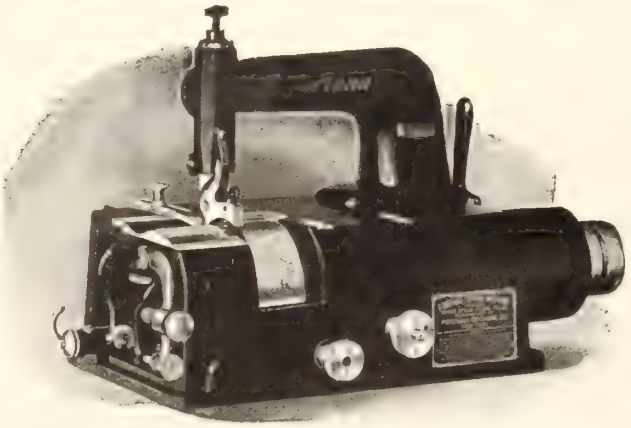

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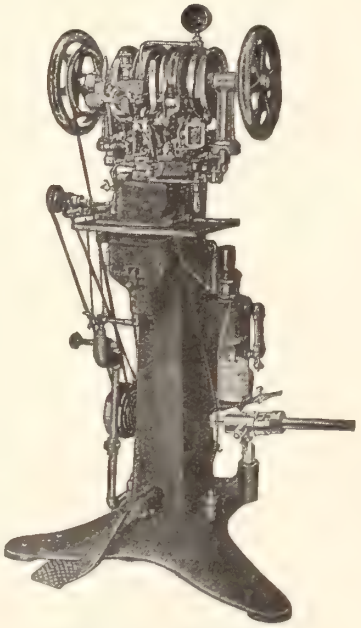

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Sold outright—No royalty.

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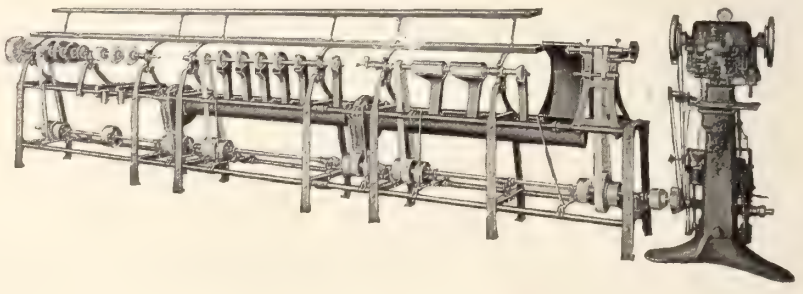
We have many models of stitchers and finishers. Write for complete catalogue with prices and terms.



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We have taken stock and have secured quotations for this season's requirements.
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Originators—Wide Calf GAITERS, Wide Ankle, Shuform, Underslung Patterns, Etc.

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Long Wearing Shoes

Make "Long Wearing" Customers

Conditions as they are at present, are not altogether unfavorable for the dealer who stocks a recognized staple shoe.

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Many letters reach us from subscribers enquiring where certain goods can be obtained. We can usually supply the information. We want to be of service to our subscribers in this way, and we desire to encourage requests for such information. Make use of this form for the purpose.

Date.....19

"FOOTWEAR IN CANADA"
345 Adelaide St., West, Toronto

Please tell us where we can secure (give description as fully as possible) .....

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Name .....

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The Greatest Dancers of the Day

insist on wearing Arthur Franks' Ballet Shoes. No other shoes afford the same amount of comfort and support.

BALLET SHOES

by Arthur Franks are supplied to Mesdames Pavlova, Kaisavina and Vera Karalli, and Messieurs Nijinsky, Novikoff, Volinini, Adolph Bolm, etc.

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Our Hockey Boots have extensive sales and supply a wide demand at a reasonable price. The quality and workmanship put into their manufacture insure a first-class product on which you can realize a large and profitable turnover. Write us for samples.

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NON-RIP SANDALS

Made of solid leather in Patent and Tan

It won't be many weeks before this popular children's footwear will again be in strong demand and the merchant who is ready to meet it will reap generous profits.

Get in touch with your jobber now for particulars.

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Cork Insoles

An Insole That Will Appeal to the Buying Public

USMC Cork Insoles are a line of Insoles which have never been offered on the Canadian market, filled with genuine sheet cork and covered with hair or flannel in the warm, soft colorings that people take delight in.

Some are covered with hair, others are covered on one or both sides with extra quality flannel. Most styles are bound at the edges with harmonizing tape—the rest are bound with a strong, serviceable, overlock stitch.

A HIGH - CLASS, BRITISH - MADE PRODUCT

Send for Samples and Prices To - day.

United Shoe Machinery Company of Canada Limited

MONTREAL

TORONTO - KITCHENER

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Mr. Retailer, why not handle Union Made Shoes and have a Strong Selling Point?

Customers are not over-plenty these days. Then why not take advantage of our Nation-Wide Advertising Campaign now going on, wherein our Representatives are advising Labor Union Members to Buy Union-Made Shoes? Thousands of working people are being talked to each week, with the Buying of Union-Made Shoes as the Chief Argument. We did not Profiteer in Wages during the war period. We did not secure advances in wages within 50 or 60 per cent. of the advanced cost of living, and asked only for wage lists that would hold after the war period, when nearly normal conditions prevailed. We played Fair, kept the factories running, and did not hold up producers with unfair wage demands.

Our Representatives are now engaged in an organized campaign to bring this home to all members of organized labor bodies—with an emphatic, urgent call upon them to buy only shoes bearing our stamp. Therefore, Mr. Shoe Retailer, if you want the Business order shoes bearing the Union Stamp.

Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

246 SUMMER STREET - BOSTON, MASS.

COLLIS LOVELY Gen'l Pres't. **CHAS. L. BAINE, Gen'l Sec'y-Treas.**

THE Established 1863

KING BROTHERS CO., LIMITED

WHITBY, ONTARIO

Manufacturers of

Chrome, Combination and Bark Tanned Side Upper Leathers

Ooze, Flexible and Wax Splits for Home and Export Trade

SHOE-STAMP-SPECIALIST

W. D. ARMSTRONG

ENGRAVER OF FINE STEEL STAMPS & DIES

230 CRAIG ST. WEST MONTREAL, QUE. PHONE 675 MAIN

MY STAMPS ARE "UP TO DATE" IN DESIGN & ADD AN ARTISTIC FINISH TO YOUR SHOES · WHICH WILL INCREASE YOUR SALES ·

ORIGINAL DESIGNS SUBMITTED

When You Think of Plush for Your Display Window

Think of Schack

A full line of the most beautiful colors for Shoe Displays always on hand. Highest grade Plush, only $2.75 per yard; extra fast colors.

Make Your Spring Displays Attractive
Write for our new catalog: "The Secret of Successful Window Displays"

Thousands of Merchants attending the N. S. R. A. Convention have seen our Exhibit of Window and Interior Decorations, and Silk Plush. Most of them registered at our Booth for our New Catalog of 56 pages containing hundreds of illustrations in colors. A few more hundred copies are available. Write for your copy today. It is free.

Our Creative Department will give you suggestions on how to trim your windows at 50 per cent. to 70 per cent. saving, without obligation on your part Send dimensions of windows.

Write for Our Catalog
It is Free

The Schack Artificial Flower Co.
1739 Milwaukee Ave. CHICAGO, ILL.
ESTABLISHED 24 YEARS

We Can Save Money for You on Your Shipping & Packing

H & D Solid Fibre Board Boxes

1.—They protect your shipment against loss from dampness and water.
2.—They are extremely light, which means low freight charges.
3.—They cannot be opened without breaking the seal.
4.—They save time in packing.
5.—They save storage space.
6.—They have strong advertising value.
7.—They can be made to your specifications.
8.—Their first cost is lower than wood.

Our booklet "How to Pack It" explains all—write for it.

The Hinde & Dauch Paper Co.
of Canada Limited
TORONTO ONTARIO

STANDARD SCREWED SHOES

IN
MEN'S BOY'S YOUTH'S
LITTLE GENT'S
AND CHILDREN'S

A. A. COTE & SON
LIMITED

McKAY SEWED SHOES

IN
MEN'S BOY'S YOUTH'S
LITTLE GENT'S
AND CHILDREN'S

ST. HYACINTHE
QUE.

Manufacture lines of Staple McKay Shoes in Men's, Boy's, Youth's, Little Gent's, and Children's, as well as a Strong Line of Heavy Working Shoes, out of best Chrome Tanned Side Leathers, on Foot Fitting Lasts, at reasonable prices, Standard Screwed Soles, Stitch Aloft, Natural Finished Bottoms, so that buyer can see the nature of leather, and know what he is buying. THAT'S THE LINE FOR YOU.

Sound Merchandise
at rock bottom prices

No. 46

THE jobber will find ample opportunity for profitable turn-over in our splendid line of Men's, Youths' and Boys' shoes.

There is no better time than right now to get in touch with us. We believe we can make you very attractive quotations.

Ask us about our Women's McKays.

No. 50

LAGACÉ & LEPINAY
QUEBEC

LOCKSTITCH

WELT

McKAY

TURN

Poor Thread will Spoil the Best Shoe

Think of a really fine shoe ruined simply because the THREAD wouldn't hold. Isn't it worth while to make sure that only the best is used in your footwear?

Then specify BARBOUR'S LINEN THREAD. The difference in the actual cost is incomparable with the inestimable difference in quality.

Write our nearest branch

FRANK & BRYCE, LIMITED

Toronto **Montreal** **Quebec**

RB ★-2.50	-0001
SA Rc 12.00	-0002
RE ★-0.75	-0003
RA ★-1.25	-0004
SE Ch-7.45	-0005
RD ★-0.33	-0006
RD ★-4.25	-0007
RA Pd-0.50	-0008
RD ★-0.89	-0009
RB ★-0.15	-0010
RE ★-5.35	-0011
SA Ch-4.50	-0012
-D NS-0.00	-0013
RB ★-2.23	-0014
SD Ch-3.75	-0015
RA ★-4.08	-0016
RE ★-0.75	-0017
RD ★-1.00	-0018
SE Ch-1.25	-0019
RB ★-5.75	-0020
RD ★-0.47	-0021
RA ★-1.25	-0022

The history of the day's business

Every time a sale is recorded on an up-to-date National Cash Register, a complete record of the sale is printed on a strip of paper inside of the register.

This strip of paper is called the detail-strip.

It shows how much business is done during certain hours, or during the merchant's absence.

It cannot be removed or changed without the merchant's knowledge.

It prevents the cash drawer being opened without a permanent record being made.

At the end of the day, the merchant takes the detail-strip out of the register and files it away.

It gives him a permanent, unchangeable history of each day's business.

The detail-strip is only one of the many features which make up-to-date National Cash Registers a business necessity.

This is a section of the detail-strip. For each transaction it shows (1) whether a receipt or slip was issued, (2) the initial of the clerk, (3) the kind of transaction, (4) the amount, and (5) the number.

Let our representative show you how it will help you make more money.

We make cash registers for every line of business

NATIONAL CASH REGISTER CO.

OF CANADA LIMITED

REG. IN KENDEX CANADA

"Prosperity Ahead"

KENDEX *for* 1921

KENDEX is the logical requisite for the more up-to-date manufacturer of shoes. If you have never used it, you cannot know why. We can tell you that it will not crack, swell or shrink. We can claim absolute fastness of color, flexibility, and ease in working. We can show you that it is a non-conductor and a comfort-giving feature of the shoe—all these things are true but makers say you cannot appreciate Kendex till you have tried it.

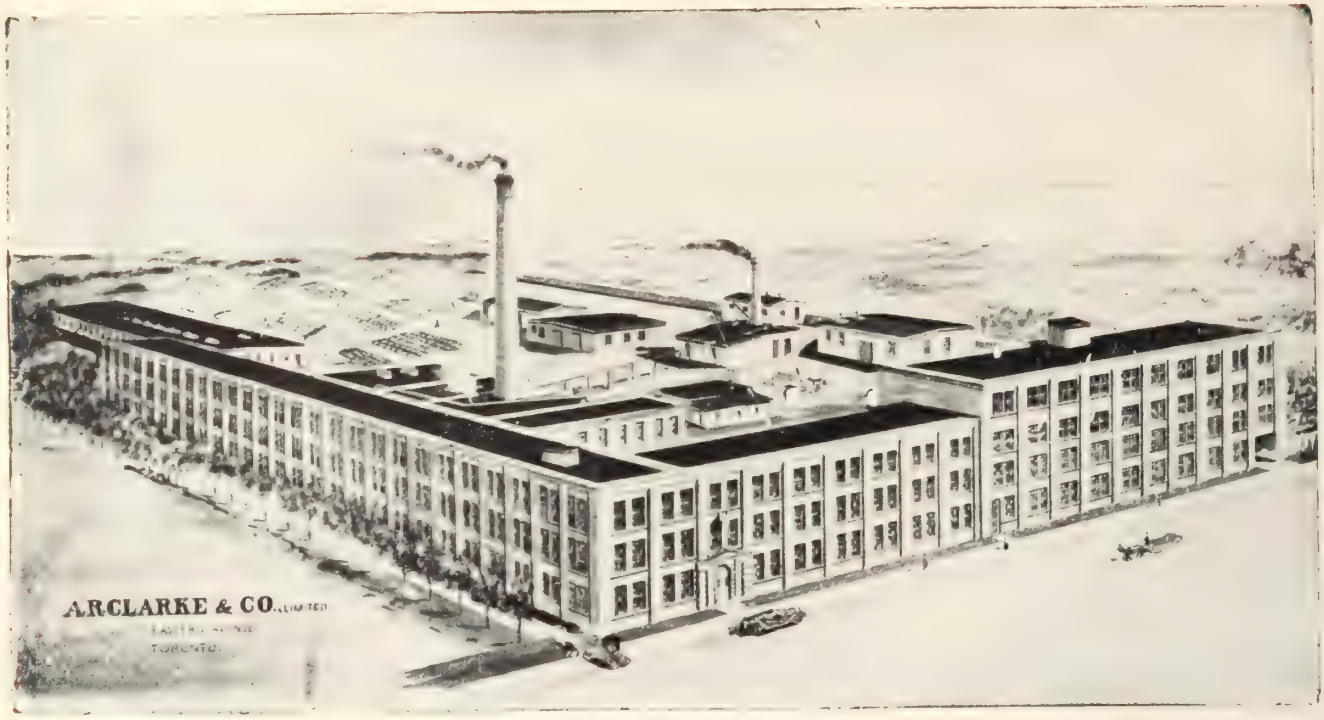
HEEL PADS **TONGUE LINING** **PIECE FELTS**

Kenworthy Bros. of Canada Limited

St. Johns, Que.

Represented by—Horace d'Artois, 224 Lemoine St., Montreal, Que.

The Plant—



611-617 Eastern Avenue, Toronto.

and the Product

To see the one is to understand why the other is so good.

THE PLANT—large and finely equipped in every way, where tanners of many years experience produce—

THE PRODUCT—the best known and most widely used patent in the Empire.

A. R. CLARKE & CO.

MONTREAL TORONTO QUEBEC

The Largest Producers of Patent Leather in the British Empire

Vol. XI.—No. 3 Toronto, March, 1921

Footwear in Canada

FOUNDATIONS

—the most important part in the building of any structure, be it a shoe or a pyramid. If the foundation is inadequate the structure collapses.

"A chain is as strong as its weakest link" and a shoe is only as serviceable as the Counter you build into it.

Bennett Counters are the strongest link between materials and good workmanship in the best shoes on the market today.

BENNETT LIMITED
MAKERS OF SHOE SUPPLIES
CHAMBLY CANTON, QUE.
Made in Canada by the Largest Shoe Fibre Makers in the British Empire

Superior to Leather in Wear and Comfort ::

"Sure-Step" RUBBER HEELS

They are favorites all the year around with people in all "walks of life."

PANTHER
COMPOSITION SOLES

Wearers are lavish in their praises for "Panther" composition Soles. They are equally as good on rough country roads as on city pavements.

Panther Soles give youthful springiness to the tread of the middle-aged, never get slippery, and never squeak.

A profitable line for the dealer.

Panther Rubber Company
Limited

SHERBROOKE - QUEBEC

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER
SYSTEM
AND ASSOCIATED COMPANIES

RUBBERS

Better Than Ever

Dominion Rubber System Rubbers are better than ever—better in materials and workmanship, and therefore better values for the money.

Manufacturing conditions are getting back to normal; raw materials are easier to obtain; constant supplies seem assured; and deliveries can be made when wanted.

These are facts worthy of the consideration of every shoe dealer placing orders for rubbers.

Full information and prompt service may be obtained from your nearest Dominion Rubber System Service Branch.

A Dominion Rubber System Service Salesman will call on you soon with the 1921 samples, wait and see them.

Dominion Rubber System Service Branches

Are located at

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, Brantford, London, Kitchener, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver and Victoria.

MONTREAL P. Q.

February 22nd 1921.

Universal Shoe Machinery of Canada Limited

128 Queen Street, MONTREAL P. Q.

Attention W. A. Coles Esq. Manager.

Gentlemen:-

We, the undersigned, representative shoe-repairmen of the City and District of Montreal, have personally inspected, examined and operated your "New Model UNIVERSAL curved needle and awl stitching machine". Said tests being carried out under actual working conditions on both new and repair work.

We declare that the above mentioned machine operated entirely to our satisfaction and that it proves more satisfactory than recommended by you.

It's appearance is artistic, it's workmanship appears to be of the very best and it's general construction appears to be first class in every detail, and we heartily recommend this machine.

Giuseppe Nicoletti ..... Address 117 Notre Dame Lachine

William Palombo ..... Address 696-S. St Catherine st west

P Malizia ..... Address 724 A Dorchester W.

A Galdman ..... Address 362 Victoria Ave

Witness
[illegible]
3025A St Dominique st
City

MADE IN CANADA

No Royalty

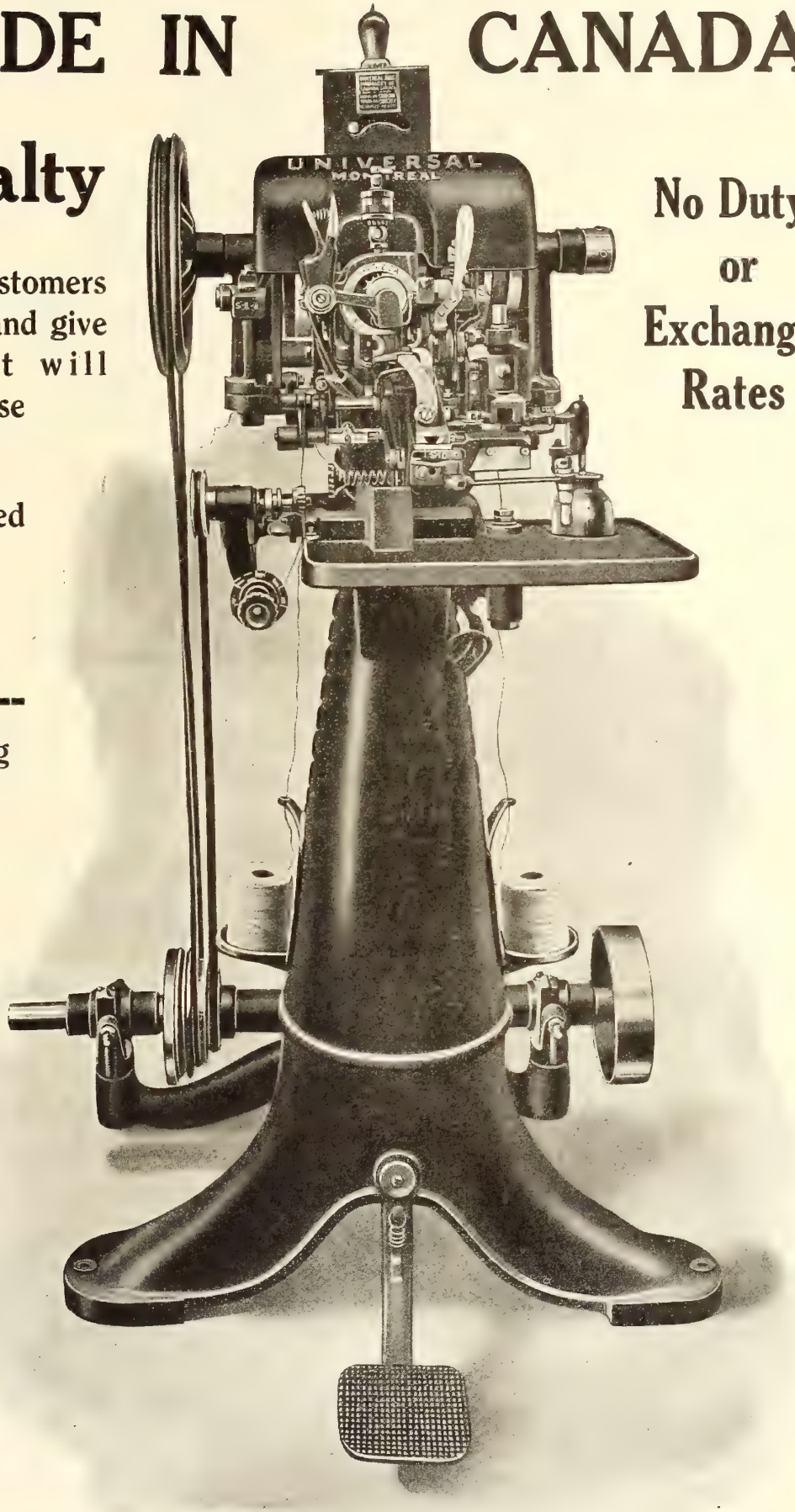
We TEACH customers how to operate it, and give SERVICE that will SATISFY and please them.

Spare parts carried in every large city.

--UNIVERSAL--

"Best in the Long Run"

No Duty or Exchange Rates



We are desirous of appointing agencies in all the Provinces of the Dominion. Write us for particulars.

Universal Shoe Machinery of Canada Limited
128 Queen Street
Montreal

Get a Strong Hold on Your Juvenile Trade

You can—by handling footwear of the C. & D. Standard. Here is the brand that has proven itself capable of building up and holding a steady profitable trade for the merchant.

The reason is that they please both the parent and the child. In this way, the parent who looks for neatness, good workmanship and generous wear, and the child who wants something "like big brother or big sister wears" both find them just to their liking.

Get in touch with us today for samples and full particulars.

Boys', Youths', Little Gents', Growing Girls', Misses', Children's and Infants' McKays, S. S. and Hand Welts.

CHARBONNEAU & DEGUISE

636 CRAIG ST. EAST MONTREAL, P.Q.

"Canadian-made Counters for Canadian-made Shoes"

BEFORE being fashioned into counters, the fibre is put through the special D. & P. process. This ensures such a toughness that the counter will outlast the shoe—we guarantee it. Yet do not imagine D. & P. counters uncomfortable. On the contrary, they are pliant and yielding, quickly conforming to the shape of the wearer's foot. Why not let us send you samples?

We also maufacture solid leather, Union and leatherboard counters, leather and leather-board inner-soling. Our capacity of 75,000 pairs of counters per day means prompt delivery.

DUCLOS & PAYAN

Ed. R. Lewis, 45 Front St. East, Toronto; Ontario Selling Agent
Richard Freres, Quebec Selling Agents for Quebec City

Tannery and Factory: ST. HYACINTHE, P.Q.

Sales Office and Warehouses: 224 LEMOINE STREET, MONTREAL

After Easter—it's up to you to keep them coming!

PEOPLE are now buying more plentifully. The much talked about "buyers' strike" is dying a welcome death. Easter—the time of new frocks, new hats and new footwear is once more bringing people into the shops.

After Easter—replenish your supply—arrange attractive window displays in keeping with Spring, and change them frequently. This is just the time of the year when something new and refreshing finds its strongest appeal.

To the merchant who steps out boldly and confidently will come much of the "after Easter" business. It's up to you!

Dufresne & Locke, Limited
Montreal, P.Q.

L. B. Holliday & Company, Limited

Huddersfield, England

ANILINE DYES

And Coal Tar Products

To The Leather Industry:

Can you guarantee your colored leathers?

Do you realize that such a statement would very likely influence an increase in your business?

Today men come to you, demanding an ironclad guarantee—Can you cope with their demands?

You can if you are properly equipped.

The equipment you use and the ability of your men are both very important factors.

Yet they are both dependent upon the dyes and colors you use.

Dyestuffs that are absolutely guaranteed will therefore help you to guarantee your product.

Then why not try L. B. Holliday & Company for your next order for Dyes, Colors, etc.?

The following is a list of our products which are of particular interest to the Leather Trade and which can be shipped from Canadian stocks.

CHROME LEATHER BLACK G.
CHROME LEATHER TAN 2G.
CHROME LEATHER BROWN G.
BASIC TAN O.
BASIC DARK BROWN P.
MAGENTA POWDER.
METHYL VIOLET 2-B CONC.
FRENCH BLACK 2938.
CHRYSOIDINE R. CONC.
BISMARCK BROWN R. CONC.
FAST RED A.
NEW PHOSPHINE R.
AURAMINE O. CONC.
ORANGE 11.
PONCEAU G.
BRILLIANT BORDEAUX 2-B.
ACID PRUNE V.
NAPHTHOL BLUE BLACK 10-B.
NAPHTHYLAMINE BLACK H.
LIGHT ACID BROWN L.
DARK ACID BROWN L. R.
NIGROSINE W. S.

Product Samples, Patterns and All Particulars from

L. B. Holliday & Co., Limited

Canadian Office and Warehouse:

27 St. Sacrament Street, Montreal

Orders Supplied Direct from Canadian Stock. New Products will be Added from Time to Time

Cables, "Dyewares," Montreal. Telephone Main 8105

AHM System

The

"AMES HOLDEN"

Brand of

Rubber Footwear
Canvas Rubber-Soled Shoes
Felt Shoes and Slippers

IS NOW ON THE MARKET

Manufactured and sold by

Ames Holden McCready, Limited

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, London, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Vancouver.

The Big Three in Canadian Shoedom

Touches
new
peaks
season
after
season.

The
reason
is
all
in
the
shoes
themselves.

Palaco
CANADA

Metropolitan

PATRICIA

Daoust, Lalonde & Co., Limited

MONTREAL, QUE.

Columbus

SAMPLES

For Fall 1921

¶ Before placing your orders for Fall —see our samples.

¶ Our travellers are now on the road with the full Columbus rubber line.

¶ Columbus Rubbers are gaining in popularity—evidence of their dependable quality and the satisfaction they give the wearer.

¶ *Our branches and agents, ever at your service, can meet your requirements for sorting orders at all times.*

The Columbus Rubber
Company of Montreal
LIMITED

Rubbers

No. 225—(Medium) Russia Calf, Marathon Strap, Welt, 1½ in. Military Heel, 92 last.
AA—4½ to 7½
A —4 to 7½
B, C & D 3 to 7½
Price $5.75 Net.
Ready for shipment March 20th.

No. 227—Brown Side, Trixie Strap, Eng Welt, 1½ in. Military Heel, 93 last.
AA—4½ to 8
A —4 to 8
B, C & D 3 to 8
Price $4.50 Net.
Ready for shipment March 12th.

No. 226—Brown Kid, Princess Strap, Welt, 1¾ in. Cuban Heel, 90 last.
AA—4½ to 8
A —4 to 8
B & D 3½ to 8
C —3 to 8
Price $6.00 Net.
Ready for shipment March 12th.

No. 228—Brown Kid, Brown Suede insert, Marcelle Strap, Imitation Turn, Baby Louis Heel, 88 last.
AA—4½ to 7½
A —4 to 7½
B, C & D 3 to 7½
Price $5.75 Net.
Ready for shipment March 12th.

"HOLTERSHOES" FOR WOMEN
THEY FIT
THE HOLTERS COMPANY CINCINNATI

Four New Styles for Spring

Ready to Ship March Tenth

¶ The four new styles shown here are the latest creations of our designers and are confined exclusively to the "HOLTERSHOES" line.

¶ They are presented in the popular shades of the brown family in both calf and kid.

¶ The individuality as to style coupled with our well known standard of Quality Footwear practically assures a ready sale.

¶ The popular prices at which they can be retailed (with a handsome profit to you) will stimulate buying at once.

¶ Send in your order for a line of sizes on any one or all of these styles. As soon as you receive them display them in your windows.

¶ Shipments will be made promptly on and after March 10th. Add ten cents a pair to prices quoted for less than six pair of a style.

THE HOLTERS COMPANY

CINCINNATI, OHIO

Business is Righting
—Slowly but Surely

A changed attitude has come over the footwear trade in the past month or so.

There is a rapidly growing appreciation of the needs of the coming season, and in this we can find reason for optimism.

People are recovering confidence in prices and values.

Shoes that embody style and quality of material, and selling at reasonable prices will meet the situation this Spring.

Such shoes are obtainable from Robinson.

James Robinson Company
LIMITED
184 McGILL STREET - MONTREAL

To Buy Now
—is to Save

Have you postponed buying shoes because you have some on hand? —stock you bought at high prices and are obliged to sell at low?

How much longer are you going to let every sale mean a loss?

Average your costs — that's the solution.

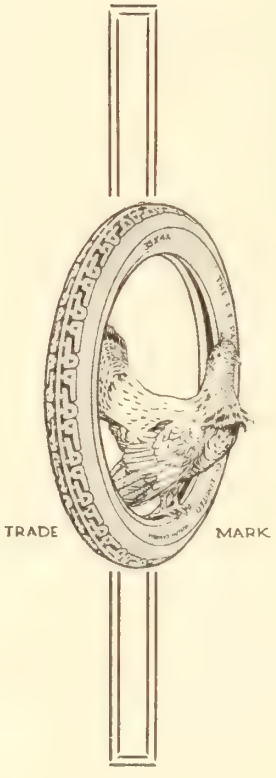
"Robinson" prices to-day are based on replacement values, not on cost price.

Average in Robinson Shoes and stop the leak.

James Robinson Company
LIMITED
184 McGILL STREET - MONTREAL

Partridge Rubbers

The Product of Canadian Industry



Order Tennis Now

The Rubber Season now on should remind the careful buyer of next season's needs. Partridge Rubbers will give you the assortment and the quality you will appreciate. See our full range for Fall.

That popular Partridge Tennis line is now ready for immediate delivery. Order now to ensure best service.

THE

The Northern Rubber Co.

Limited

GUELPH, ONT.

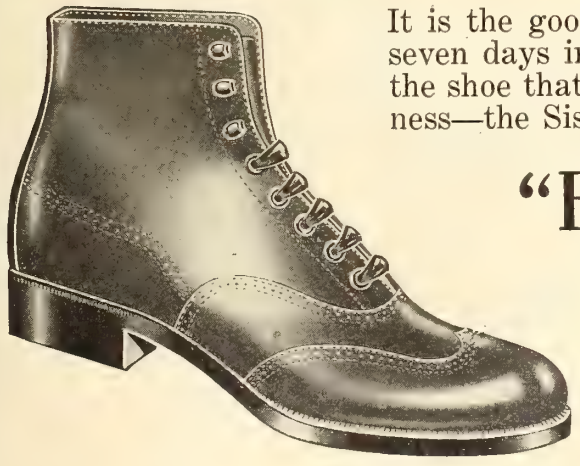
LEATHERS

Glazed Kid
Side Leathers
Glove Leathers
Shoe Findings

Correspondence Solicited

PIERRE BLOUIN Reg'd.
QUEBEC, 60 Colomb St. **MONTREAL, 59 St. Peter St.**

The Regular Flow of Business



It is the good honest-to-gosh shoe that stands the grind seven days in the week, for twelve months in the year—the shoe that is responsible for your regular flow of business—the Sisman

"Best Everyday Shoe"

Good leather, good workmanship, and smart appearance are embodied in this, the best staple shoe in Canada.

The people will pay a certain price for shoes—sell them **good shoes** at the **price** they want to pay.

SEE YOUR JOBBER.

THE T. SISMAN SHOE CO., Limited
AURORA, - ONTARIO

AIRD & SON
REG.
MONTREAL

SPAULDING'S Fibre Counters Guaranteed

You Get These Features in

SPAULDING'S Fibre Counters

Guaranteed

1. Rigid Back
2. Full Moulded Heel Seat
3. Wide Scarf
4. Perfect Fit

J. SPAULDING & SONS CO., INC.

Main Office and Factory
NORTH ROCHESTER, N. H.

PHILADELPHIA
John G. Traver & Co.
141-143 No. 4th St.

CINCINNATI
The Taylor-Poole Co.
410-412 E. 8th St.

SEVEN FACTORIES
Tonawanda, N. Y.
No. Rochester, N. H.
Rochester, N. H.
Milton, N. H.
Townsend Harbor, Mass.

Boston Office
203-B ALBANY BUILDING

ST. LOUIS
The Taylor-Poole Co.
1602 Locust St.

CHICAGO
J. E. D. McMechan & Co
217 W. Lake St.

English Agents: J. Whitehead & Co., Ltd.,
Leicester, England.

Canadian Agents
International Supply Co., Kitchener, Ontario, and Quebec City. V. Champigny, Montreal

SPAULDING'S OAK TAN FIBRE INNERSOLING

GRANBY

RUBBERS

Made for us by DOMINION RUBBER SYSTEM

The Personification of Style, Quality & Value

A Perfect Fit for Every Shoe

— DISTRIBUTORS —

JOHN LENNOX & CO.

The Felt Slipper House of Canada

HAMILTON - - ONTARIO

J. A. McLAREN COMPANY LIMITED

BOOTS, SHOES AND RUBBERS

Make Your Rubber Trade Bring Big Returns

KANT KRAC
DAINTY MODE
BULL DOG

Don't trust to chance on your rubber sales. It's worth thought when it's a question of making money. Public preference is the surest and safest guide when you decide on your stock. On rubbers, just as in other lines, the public want the guarantee of wear that only the known and tried brands can give them. With quality of make and material assured and a wide variety of styles to suit every requirement, you can make your rubber business a big factor in your annual turnover.

INDEPENDENT RUBBERS

have always captured a large share of the business and every year sees more "Independents" worn. When this is the case, you can be sure there are good reasons for it. The good reasons in this instance are the sightly look, the perfect fit and the wear that wins out in the home stretch.

With the Independent brands on your shelves, you can meet all comers with "just the thing" that never misses a sale, or fails to give satisfaction.

VERIBEST
ROYAL
DREADNOUGHT

Keep these facts in mind, and see our samples when our salesman calls. He is worth waiting for because he offers you a line that means value to you in dollars and cents, and represents a firm organized to give you a service second to none.

J. A. McLAREN COMPANY LIMITED

30 Front Street West, TORONTO

Tetrault's Welts

are Easily the Most Profitable Line of Men's Shoes to handle

Tetrault Says:

WHY pay Nine Dollars for shoes that you could sell to the retailer at that price and make a profit?

WHY carry a heavy stock when you can sort on all the best sellers from your local Jobber?

MONEY is made on the turnover.

KEEP your stock down to a minimum.

BUY often.

A complete line of Tetrault's Welts are handled by every "live" jobber in Canada

Tetrault Shoe Manufacturing Co., Ltd.
MONTREAL

Strip for Action!

Haven't you felt the improvement in business? And isn't it time to buy what you need?

If you have, and it is, don't forget quality in the thought for price only.

Talbot shoes are stripped for action, and there's quality there at to-day's prices.

If you build your business on quality it's your profit in the long run.

THE TALBOT SHOE CO., LIMITED
ST. THOMAS, ONTARIO.

The Edwin Clapp Shoe

ESTABLISHED 1853

THE finer traditions of shoe making have been preserved in the EDWIN CLAPP Shoe.

Behind it is an institution with more than half a century of experience in making nothing but high grade footwear.

THE BAR HARBOR

Edwin Clapp & Son Inc. ESTABLISHED 1853

EAST WEYMOUTH, MASS., U.S.A.

"EUREKA"

No. 30 Last

Our Leaders

8393—Women's 8 1-2 inch Black Kid Bal, Slip Sole, 14/8 Cuban Heel, 30 Last.

8389—Women's 8 1-2 inch Black Kid Bal, Slip Sole, 12/8 Sport Heel, 55 Last.

Before placing your ORDER, do not forget that we make the BEST Women's McKAY SHOES and our PRICES are RIGHT

WRITE US FOR LATEST QUOTATIONS.

JOBBING TRADE ONLY

EUREKA SHOE CO., LIMITED

THREE RIVERS, QUE.

The Yamaska Brand
J. A. & M. Cote
ST. HYACINTHE.
CANADA.

Include these three models in your Fall buying

It is only necessary to see the Yamaska samples for Fall to realize that the whole range is one of unusual merit.

That they are going to be big sellers there is no doubt. Yamaska workmanship, style and value will make them so. Wait for our representatives before placing.

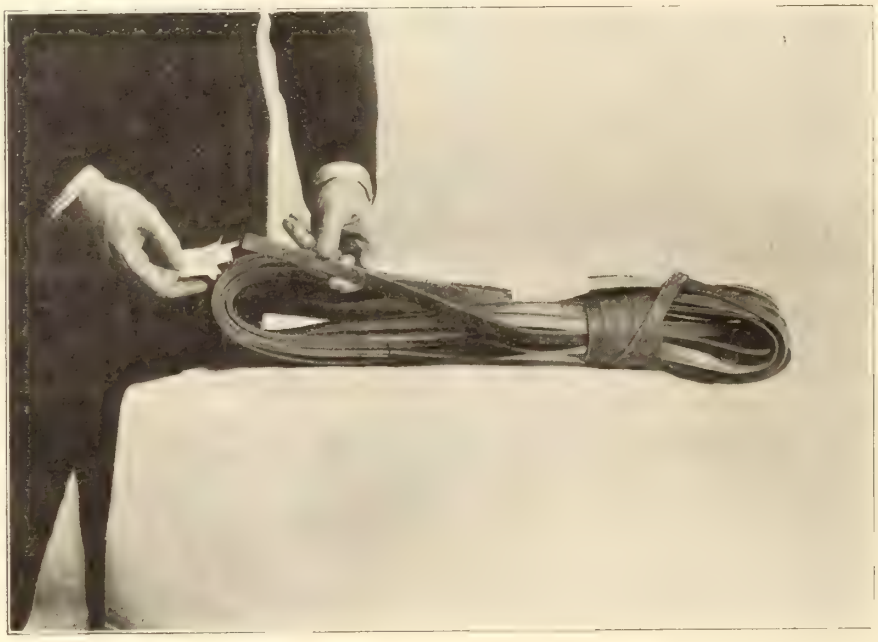
No. 072. Men's Welt, Bal, Pointed Toe Last. Made in mahogany velour side. Also Gunmetal Calf and Box Kip black, sizes 6-11.

No. 311. Women's and Growing Girls' McKays, Bal. Made in Gunmetal Calf, Dongola or patent vamp and dull top. Sizes 3-7.

No. 313. Women's and Growing Girls' McKay, Oxford. Made in Gunmetal Calf, Dongola, and Patent. Sizes 3-7.

La Compagnie
J. A. & M. COTE
St. Hyacinthe - Quebec

Welting from "The States"



Barbour Grooved Endless Welting

is the recognized standard of excellence among American shoe manufacturers, and enjoys a constantly increasing sale in Canada.

It is a high-grade double-shoulder welting made from carefully selected tannages of leather. It is provided all grooved according to your instructions and specifications and has the patented "Endless" feature, whereby you automatically eliminate all end waste.

We respectfully solicit an opportunity to submit samples and prices.

BY INVITATION MEMBER OF

NEW YORK U.S.A.

Manufactured by

Brockton Rand Company

BROCKTON,

MASS., U.S.A.

Spats of Character

Manufactured by the Largest Makers of Men's Spats in the British Empire

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Popular prices are incorporat are essential in showing the novelty shoes. THAT

This 2 Strap Pattern is also made with 14/8 Cuban Heel and in Brown Calf has been one of our best, and is very attractive, in Black Kidskin with 17/8 Full Louis Heel.

Styles Essentially Springlike

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Style G

This Pattern is particularly adapted for Suedes and Satins, and is a decided hit, made up in COMBINATIONS of leather and satin. 17/8 Full Louis Heel.

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The Newport Sho

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osition to choose only those
GREATEST DEMAND
these high grade shoes which
ler the deserved profits on
WHAT KEEPS US BUSY.

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There Are None Better

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Satins and Suedes in Black and Seal Brown ARE EXTREMELY POPULAR IN THIS HANDSOME CROSS ANKLE STRAP, which is very light and airy looking. In White or Grey Buck. 17/8 Full Louis Heel.

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For Puritans.

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One setting edge ink

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The King Edge Ink
For a one or two setting edge

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One and two setting for russet and tan colored shoes.

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A stain for two setting edges

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For heels. Made in ah colors.

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A dye for heels, shanks, top pieces and bottoms

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For making high gloss polish over all kinds of bottom finish

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Apply a coat, lay on your tap and let dry

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Early Order Discounts of 5% on All Orders Placed Before May 1st

Maltese Cross Rubbers have for over 25 years maintained a premier position as the leading line of Rubber Footwear in Canada.

PLACE YOUR ORDERS NOW

Do not put it off, waiting for lower prices. The new prices, which show a substantial reduction, are guaranteed against decline up to December 1st.

Travellers Will Call on You Shortly
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J. A. Johnston Co.	Brockville, Ont.	Hudson's Bay Co. Wholesale	Winnipeg, Man.
Federal Shoe Co.	Ottawa, Ont.	Buckler & Son, Limited	Winnipeg, Man.
F. E. Smith	Guelph, Ont.	Dowling Shoe Co.	Brandon, Man.
Copeland Shoepack Co.	Midland, Ont.	A. McKillop & Co.	Calgary, Alta.
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Thompson Shoe Co., Ltd.	Montreal, Que.	Damer, Lumsden Co.	Vancouver, B.C.
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The Season for Fall Placing is Now Open

The Independent Line of Rubber Foootwear—the snug-fitting—long-wearing—smart-appearing Rubbers that voice excellence of material and good shoe-making.

Anticipate your requirements for the coming Fall, by sending in your order for any of the following brands—**now.**

"Kant Krack," "Dainty Mode," "Royal," "Dreadnaught," "Veribest."

To be had from the following:

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Locke Footwear Co., Limited .. .. .. Montreal, Que.
J. A. McLaren Co., Limited .. .. Toronto, Ont.
White Shoe Co., Limited .. .. Toronto, Ont.
C. Weaver .. .. Trenton, Ont.
The London Shoe Co., Limited .. .. .. London, Ont.
T. Long & Brother, Limited .. .. .. Collingwood, Ont.
Amherst Central Shoe Co., Limited .. .. Regina, Sask.
Dowers Limited .. .. Edmonton, Alta.
The J. Leckie Co., Limited .. .. Vancouver, B.C.

The Independent Rubber Co. Limited

Merritton - - Ontario

Prepare NOW for your FALL RUBBER Requirements!

Do not overlook the vital point of QUALITY when placing your order and book

Life - Buoys

The Superior Quality Line of Rubber Footwear that you cannot afford to be without.

A Life-Buoy Salesman will call. Wait for him and see our Samples before placing your order.

The Kaufman Rubber Co. Ltd.

Head Office and Factory:————Kitchener, Ontario

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Canada's Standard Staple

There are certain factors entering into the construction of a William's shoe that have made it a business builder for the merchant.

The plant and the equipment itself, the workmen, the materials and the methods employed,—all described in another part of this journal—are unique in the manufacture of staple footwear.

A William's shoe is different from the ordinary staple. It is a staple plus many of the qualities found in the finest shoes. And this is true of the complete line from welts to loose nailed.

Samples, which we should be pleased to send you, will do more than any mere description to prove their value to you.

Why not write us to-day?

Williams Shoe Limited

Brampton

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Manufacturers of

Men's, Women's, Girls', Boys', Youths' and Little Gents', Goodyear Welts, McKays, Standard Screwed and Loose Nailed.

Middle and Western Canada Demands the Best in Footwear

To successfully introduce your lines and maintain a satisfactory business you must interest the

General Merchants in the Prairie Provinces and British Columbia.

The General Merchants are Departmental Stores—in miniature—found in every hamlet, village, town, and city in the Great Western Provinces of Canada. Every General Merchant sells boots and shoes—there are no exceptions. No exclusive shoe paper can interest this trade, because the General Merchant is not an exclusive shoe dealer

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For the above, and many other reasons, you should carry "SNO-WHITE" for your customers, and you should therefore place your order for some of this Cleaner, with your Jobber, at once, to be delivered with your order of White Footwear.

ORDER NOW.

New Montreal Branch Office Opens Shortly

All Orders For Spring F.O.B. Montreal—Shipped to Eastern Canada
Mr. A. Blumenthal, Mgr. — Phone Plateau 2832 — New Service Dept.

SUEDE SHOES!! STRAP SHOES!! SUEDE SHOES!! STRAP SHOES!!

Griffin Suede Powder
With Rag to Apply

22 Colors
Suede Powder
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Seal Brown, Greys, Etc.

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Softens—Cleans—Polishes

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SIFTER SUEDE POWDER—To Match All Suede Shoes

Colors—Light, Castor, Medium and Dark, Olive, Brown, Light, Dark, Nigger, Seal, Pearl Grey, Light, Dark, Grey, Fawn, Black, Etc.

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For White Kid or Calf

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Does Not Rub Off

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Cleans Canvas & Buck

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Cleans Canvas and Buckskin. Two sizes in Metal.

We are now making Nustyle straps converting plain pumps to latest strap effects.

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NOW IS THE TIME TO ORDER
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(One for EVERY DIFFERENT MATERIAL)

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Canadian Shoes - Findings - Novelty Co.

2 TRINITY SQUARE *Adel. 1731—Adel. 4194* TORONTO, CANADA

ECLIPSE

Giving a Thought to the Future

ONE of the most disagreeable incidents in the shoe merchant's life is when an irate parent storms into the store with a pair of children's shoes that didn't "stand up." Such an incident is sometimes as costly as it is disagreeable. It may mean the loss of that whole family's business.

The remedy is simply to handle a line that you know will satisfy—The Eclipse Line is a positive solution of these problems. It includes Youths', Little Gents', Misses', Children's, Growing Girls' and Infants' Medium and Fine McKays, McKay Welts, Turns and Stitchdowns.

They offer no room for "comeback". They satisfy.

The Galt Shoe Manufacturing Co.
Limited

Galt - Ontario

K·B· HARD SOLE FELTS SOFT SOLE KUMFYS

Every Canadian Retail Shoe Dealer Will Want K.B. "Kumfy's" and "Juliets"

These K. B. lines of Soft Sole, Felt, Leather Boudoir, and Handsome Juliet Slippers are rapidly becoming the standard indoor wear for the Canadian family.

Made in all colors and sizes for men, women and children.

K.B. Staple Felts for Outdoor Cold Weather Wear, in All Felt and Leather Soles are recognized as the standard for high quality material, honest workmanship, and comfortable neat fitting full size lasts.

The K.B. line for 1921 season, sets a higher standard than ever for Quality Felt Footwear.

Two factories specializing separately in Soft Sole lines and Heavy Staple Felts—with manufacturing equipment and capacity—that will ensure uniform High Grade Product, and guaranteed delivery dates.

K.B.'s are made to order only. Play safe by placing your order early. Others are doing it!

THE LEADING CANADIAN SHOE JOBBERS ARE SHOWING SAMPLE K. B.'s NOW

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION RUBBER SYSTEM
AND ASSOCIATED COMPANIES

RUBBERS

To Fit Every Shoe

One of the big advantages of stocking Dominion Rubber System rubbers is the complete range of styles and sizes to fit every shoe. Dominion Rubber System Rubbers are made—not for one province or one section of the country—but for every city, town, village and farm in Canada, from the Atlantic to the Pacific. Thus, dealers can obtain Dominion Rubber System Rubbers to exactly fit the shoes worn by every customer, man, woman and child.

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Dominion Rubber System Service Branches

Are located at

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It's a Buyer's Market—No Reason for Hesitation in Placing Orders

Footwear has been consistently urging its readers not to hold off too long in their buying, and we still feel the same way. This for two reasons: Staples they can order safely, knowing what they require, and there is no doubt but that a retailer can buy to real advantage at the moment; it is a buyers' market, and the buyer can make a good bargain. Secondly, we are afraid that the retail trade may make the mistake of running to the opposite extreme to what they did in the early part of 1920. There will be many who will wait till the last moment expecting lower prices and then find the market has turned. A little flurry will ensue, a large number will scramble into the market together, and prices will get a boost. We do not look for any marked or permanent increase, but that there will be reaction, following the conditions of the last six or eight months seems very likely. It is true there are some very shrewd and experienced buyers who look for a slight recession in prices between Easter and September. This may happen—probably will—but we may cross a little incline in the meantime, which is what we anticipate if present curtailment of production continues much longer.

And as to novelties, the retailer who has not bought his requirements already, has little chance of getting them while they are novelties. Many retailers who ordinarily do a staple business are sweetening up a little with some new goods of the fancier class, and there are some live merchants who look for a really active demand for novelty styles around Easter.

"Buying Strike" Talk Not Borne Out by Conditions

A prominent manufacturer of high-grade ladies' footwear, who has recently returned from an extended trip through western Canada, right to the coast, visiting all the chief centres, states that he finds stocks among the retailers light and buying, at least as far as his class of goods is concerned, ready. And he declares that if shoe merchants are not already coming into the market to replenish their stock generally, it is plain to him that they will have to do so very soon. As to the much talked of "buying strike" on the part of the consuming public, this manufacturer finds no evidence of it whatever. Retailers of the higher grades of footwear, with whom he has been in contact, have, as a whole, no complaints to make regarding the business they have been doing and appear to be now in good shape.

This bears out what has been said again and again in these columns, namely, that there has been no extended or continuous "buyers' strike." Temporary cessations of demand there have been, no doubt—as when the Luxury Tax was first imposed, but, month for month, we believe the records of shoe merchants throughout Canada would show that the stock turnover during 1920 compares quite favorably with 1919, though of course the business was on a less profitable basis. The public has been nervous and irritable and has demanded lower prices, but there has been no condition that can rightly be termed a "buyers' strike."

Canadians Must Support Canadian Industry

We believe it is the patriotic duty of every Canadian at the present time to support Canadian industries. One of the biggest commercial difficulties that now face us is the adverse trade balance with the United States, which Canadians, up to the present time, have not taken the necessary steps to correct. It was pointed out by Sir Henry Drayton, in his address at the banquet of the Shoe Manufacturers' Association in Toronto, that about $800,000,000 worth of goods were imported last year from the United States. A large proportion of these could only be classed either as luxuries, or commodities which could just as easily be procured in Canada, and all of them were purchased in a market where our Dollar is at a discount. Is this good business? Is it common sense? The citizen is not greater than his country. And the prosperity of the individual cannot exceed that of the community in which he lives. Surely that is a general proposition

which no one will dispute. Yet, apparently for the sake of convenience, we continue to depress the Canadian dollar, and thus cripple Canadian industry.

We would impress this upon our readers, manufacturers as well as retailers, that money spent outside of Canada for any commodity or service that can be procured in Canada, is working to the detriment of Canadian industry.

Demand Largely Regulated by Offerings

Around Easter the live shoe merchant will have his stock well "sweetened" with novelties, and will depend upon them largely for attracting the Easter trade. New styles will be the drawing card in his window, and the talking point in his ads. during that particular season. But a word of warning! Many retailers are still heavily stocked with staples, which must be liquidated before they can restore their business to a safe and normal basis. It is dangerous for a merchant who is in this position to start concentrating on a style business. If your window is full of novelties and they are featured all the time in your ads, you will naturally attract the novelty trade, and you will not attract the trade that wants staple footwear. They will pass by your window and make their purchases elsewhere. There are retailers at the present time who are are carrying a $50,000 stock and selling only from a $5,000 stock. It is an unhealthy condition and needs drastic measures to remedy it. Some say they can't give their regular stock away. The fault, however, does not really lie with the public but with the retailer himself, who has stimulated the novelty trade, to the detriment of his staple business. If you want to sell the public staples, you must show them staples, talk staples to them, and tell them that you can offer them unexcelled values in staples—and do it.

The merchant whose stock is clean and low can afford to play the "style" game for what it's worth, but the retailer whose stock is heavy must go carefully. Novelties he must show around this season if he is to catch the Easter trade, but it will prove poor policy to show them to the exclusion of the regular stock which he is anxious to liquidate.

Notes on Footwear Fashions

It is interesting to note the influence of Parisian designers upon footwear on this side of the Atlantic. At the Milwaukee convention of the National Shoe Retailers' Association, the large majority of the styles quite clearly followed the French tendency. French shoemaking is clever, original, elaborate and reflects the artistic characteristics of the race. In the October and December issues of Footwear, some typical examples of Parisian design were reproduced, and these will indicate to the reader the type of product in the shoe industry toward which we are now tending. We do not anticipate that our lasts will be influenced to any extent by those of the Parisian manufacturers, but rather their example will show its effect in closer attention to detail, clever ornamentation, and designs that will harmonize more closely with the costumes and gowns that Dame Fashion dictates for each changing season and every particular occasion. To illustrate the tendency, it may be pointed out that at the Milwaukee convention there were shoes shown, in elaborate patterns showing needle work of sixty stitches to the inch. Decorative overlays and inlays of leather in contrasting colors also illustrate the French influence, and the harness buckle itself is undoubtedly an importation, for early last season buckles of this type, though for the most part of a lighter and smaller make, were much in evidence in French footwear.

Developments along the lines mentioned above, with the application of fashion to footwear in a more intimate and consistent way, will make for an era of more artistic and expensive shoemaking than we have yet been accustomed to, and if the industry in the States progresses along these lines, Canada must needs follow, if our manufacturers are to hold the high-class trade in ladies' footwear, for women are indefatigable on the trail of Fashion and will follow her across the border, or further, if need be, to satisfy their longing for the beautiful in wearing apparel.

As to the immediate future, the two-strap, buckle-fastened sport is heralded as the feature which will replace the lace-brogue oxford. Buttoned straps with low heels are also much seen, and pretty one and two-strap pumps. In the case of single-straps, the strap is often slit or cut out. Later, fancy big-tongue colonials can probably be looked for as a prominent feature.

Grey, it is interesting to note, is going to be one of the leading colors in milady's wardrobe for Spring, and it is very much shown by the footwear manufacturers in their new designs. Blues, browns and tans will also be popular in wearing apparel, and the shoe merchant should be prepared to match them with dainty footwear. Black and white effects, too, seem to be much favored in the new shoe styles, particularly in patent and white kid.

In regard to men's styles, it is declared that there is an opportunity for the use of lighter shades, resulting in real smart shoes. Apparently the feeling is that the lighter shades and blacks will go well this season, and grain and boarded leathers are mentioned as being on the increase, while the demand for the cordovan is said to be growing less. The N.S.R.A. style committee urge that the retailer should push new patterns and combinations of leathers for street shoes as well as sport shoes and should work with their factory man to develop individual style. The tendency, it is stated, is away from narrower toes and there is a chance for development of new lasts and shorter foreparts.

Sound Logic on the Question of Taxation

Prominent Shoe Manufacturer States the Case Against the Continuation of the Excess Profits Tax

Preston, Ont.

Editor, Footwear in Canada.

Dear Sir:—All business men that I come in contact with are speculating as to the likelihood of the Excess Profits Tax being renewed. It is an exceedingly live subject, upon the outcome of which large issues depend. I do not know whether you have given expression to any editorial views on the matter or not, but assuming that you will always welcome information from those who are in a position to speak from experience, I am taking the liberty of passing along a few observations which I am fairly sure will be concurred in by business men generally.

So long as we were going through a period of advancing prices, profits generally were good and very few of us who were affected by this legislation objected to paying a tax that we were able to pay. It is undoubtedly true, however, that in many cases the knowledge that profits would be subjected to this tax led to the incurring of expenditures that were frequently unnecessary, sometimes extravagant, even though those expenditures were sometimes for plant improvement or plant extension. The combination of these two factors—taxation and high expense ratio—operated to prevent the accumulation of any large liquid reserves. And now when the period of advancing prices and good times has been followed by the inevitable period of falling prices and hard times, a much larger number of firms than you would imagine are finding themselves in a very embarrassing position, some of them in serious doubts whether they will be able to survive the ordeal or not. Such reserves as they have are largely in the form of plant that is at present unproductive, and stock that is at present unsalable except at prices that would be ruinous. Everywhere banking credits are being reduced under the strongest kind of pressure and liquidation even at a loss is being forced. And it is just at this time when business men are feeling the pinch as never before, that they are being presented with tax bills on profits earned from one to two years ago, bills which in some cases can only be paid by further liquidation or by the hypothecation of securities which should be available for the saving of their enterprises.

A great deal of loose talk has been indulged in about profiteering and a great many people have come to look upon the successful business man as one who has accumulated wealth more by good fortune than by good management. While it might not be unfair to take from those who amassed fortunes by speculating in a rising market a substantial portion of the profits made so easily, it is decidedly unfair to submit to the same measure of taxation the man who only managed to succeed by dint of hard effort, shrewd management and real business efficiency. The man who fails in business is no asset to the country at all, but the man who, because he is efficient, succeeds in building up a prosperous enterprise is a real asset to the country and care should be exercised to see that under any system of taxation he is left with sufficient incentive to continue an endeavor that is not only to his own advantage but to the advantage of his country. Particularly at a time like the present with so much unemployment, it is of the utmost importance that those who would otherwise be willing to risk their capital in productive enterprises are not deterred from doing so by the removal of the greatest of all incentives, namely the prospect of a reward proportionate to the risk incurred.

There was a time during which little exception could be taken to a tax on excess profits, but in the opinion of the average business man, that time is now passed and the Government should avail itself of some other form of taxation to provide the revenue heretofore yielded by a plan that should be discarded because it is out of date.

In that connection I find a steadily increasing sentiment among business men in favor of a tax on sales, worked out, however, in a way that would overcome the objection of pyramiding. As a basis for taxation both profits and income are unstable. In good times they are high and in bad times they are low. But the expenditures of the people go on unceasingly. Whether times are good or bad people must be fed, clothed and housed, and all the activities of society, all involving more or less expenditure of money, must be maintained at a reasonable level. Sales, therefore, would afford a basis of taxation for which there would be an irreducible minimum. The yield would never go below a certain figure though it might increase materially in times of prosperity.

It would have these additional advantages. Its collection would be simple for the tax payer and economical for the Government. Unlike indirect taxes, the payer would know exactly how much he was paying. It would be equitable in its distribution; those who spend the most would pay the most, while those who were compelled by circumstances to limit their expenditures would pay proportionately less. But the point is that everyone would pay his just share. By requiring returns to be made to the Receiver General monthly, the Government would be in receipt of constant revenues that would obviate the necessity of borrowing to the extent that must now be resorted to under a plan where the tax on profits is sometimes paid two or even three years after those profits have been earned.

Yours very truly,

Clayton E. Hurlbut.

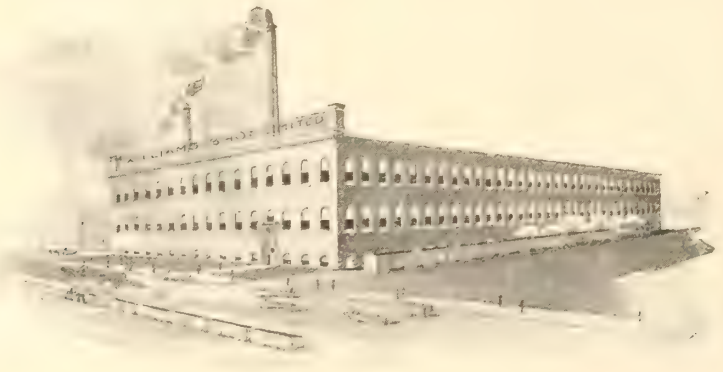
The Home of The Williams Shoe, Limited

A Visit to One of Canada's Best-Known Staple Shoe Factories, at Brampton, Ont.—Notable Developments During Recent Years

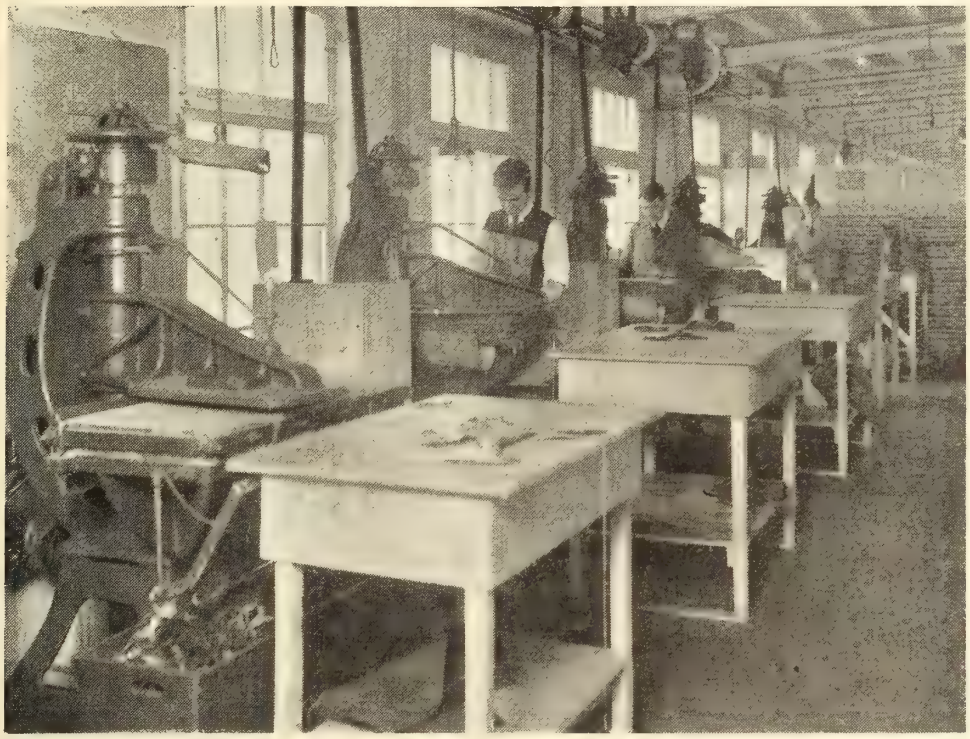
MANY and varied are the changes that have taken place in the Canadian footwear industry in the last quarter of a century. An old order of things has passed away, and a new order takes its place. The day of efficiency is here, when we seek to solve the problems of production by economy of time, energy and motion, rather than by the hard-labor, morn-till-night methods which our fathers had perforce to adopt. Some relics of by-gone days, without doubt, still remain, and some cling to traditions of industry as tenaciously as a descendant of a Mayflower voyager clings to the traditions of his family, but, on the whole, industry is on a different level—a higher, and a happier level, we feel sure, despite the repining of the pessimist—than it was on a quarter of a century ago. The history of the progress we have made is interesting, and educative, in the extreme, and it is well that we should be thoroughly acquainted with it, and should take to heart the lessons that it holds for us. Historians record the deeds of soldiers and statesmen, the development of governments, the introduction of laws, the issue of wars—the landmarks, as they are called, in national life—but of the battles fought and won in industry, of its growth and elevation, and of the men who, by their efforts, have built it up into a sound, strong, stately structure, they have little to say. These less sensational events, and sometimes imperceptible, though always important, developments, are recorded only in less permanent writings.

As the biography of one man oftentimes comprises a period in the history of his country, so the story of one concern may indicate the development of an entire industry. This, we believe, is illustrated in the case of the company whose plant and organization are described in the following paragraphs—the Williams Shoe Ltd., Brampton.

This name, the Williams Shoe, Ltd., has a historic ring about it. It has long been familiar to veteran shoemen, and though the personnel of the organization has changed more than once, the name still retains for it a place among the pioneers of the new era in the Canadian footwear industry. Twenty-three years ago, when the old century was almost coming to a close, the company was founded, in the same town and occupying the same site, on which the present plant stands. Mr. Geo. L. Williams was the founder. He was a shoeman who had learned the trade in the old school, one that was thorough if it was a bit rough and not just the most highly esteemed in society—he had been a cobbler from his early days. Mr. Williams first started in business for himself by opening a cobbler's ship in Milton. Later he went to Galt, and there continued in the same line. Being of an enterprising nature, however, he desired to launch out into a larger sphere, and so, in 1897, when he moved to Brampton, he began the manufacture of shoes. The original plant, needless to say, was small and incommodious enough—a low one-storey structure, measuring some 40 x 80 ft.—and the output, at the start, ran about 150 pairs a day. The organization was almost a family affair; Mr. Williams did his own cutting and worked in the plant, with his brothers, taking his share of the labor of producing the shoes as well as managing the business. The product then was not notable for style or finish, but it was strong and suited to the purpose for which it was intended, and judged by present-day standards, was decidedly inexpensive. Much of the output was of the stove-pipe variety, and it was distributed largely to the farming element of the community. Gradually the market for Williams shoes developed, and three years after the establishment of the plant, an extension was made by the addition of a wing, increasing the capacity



The Williams Shoe Plant at Brampton, Ont., and (on the right) its Managing Director, Mr. G. W. McFarland, who took over its operation in the year 1917



Machine Section of the Cutting Room of the Williams Shoe Limited. Here uppers are cut from various kinds of leather with dies which are made in the form of patterns to conform to the different lasts.

about 50 per cent. Five or six years later a new storey was added to the existing structure and an eastern wing was built, which tripled the capacity. To-day the factory is equipped to turn out 1,500 pairs of shoes a day and, with improvements under way and contemplated, the management shortly expect to increase this figure to 2,500 pairs a day.

The plant first changed hands in 1914, when the business was reorganized and many alterations made, under the management of Mr. S. L. Mullett. Three years later, in 1917, the interests were acquired by Mr. G. W. McFarland, and since that time a number of extensive improvements have been made and new and efficient systems introduced. Formerly all the shoes passed through the same departments and were handled by the same workmen, but this has now all been changed, the heavy work shoes being handled in one department, and the Goodyear welt and McKay shoes in another. It is through this new system and the installation of new machinery that the manage-

Section of the Cutting Room where the leathers are cut by hand. Here the cutter lays the pattern on the surface of the leather and passes a knife around the outer edge.

A section of the Fitting Room of the Williams Shoe Limited where the uppers are assembled and stitched. Sewing machines of every modern make are used here.

ment expects in the near future to be able to increase the output by another 1,000 pairs.

Another important improvement which may be mentioned is the installation of a new blower system, which will more efficiently carry off all dust and grindings from the various machines. This, of course, makes for a very much cleaner and healthier plant, and it also permits an improvement in the lighting; for the walls, which it was formerly impossible to keep clean, have now been painted white, with the result that the whole plant is brighter and more cheerful, and both the natural and artificial illumination is more effective. Fire protection, too, has not been overlooked, and a complete sprinkler system has recently been installed throughout the plant.

Not satisfied with improving the plant alone, the management, during the last three years, have remodelled all their patterns and put in a large number of new lasts. Indeed their present policy is to pay very close attention to the appearance of their shoes, as

A section of the McKay lasting room of the Williams Shoe Limited. The high machine seen in the background is a Rex pulling-over machine. This machine pulls the uppers over the last and tacks them on at the same time. The large machine in the foreground is an automatic sole leveller.

Section of the Bottoming Room of the Williams Shoe Limited. In this department the outsoles are attached, the edges trimmed and finished and the bottoms stained and polished. The uppers are then treed and dressed ready for packing.

well as their wearing qualities. An interesting commentary upon this feature of their product is a letter recently received from an Irishman—no less—a shoe retailer in the town of Armagh, who, having secured a quantity of Williams shoes from a British jobbing house during the war, was so pleased with them that he has written the company in Canada asking if he can purchase their shoes direct and declaring that he cannot obtain from British manufacturers shoes of the same class that look so well and have the uppers cut so well. A pretty good advertisement for Canadian-made shoes, is it not?

Up to the present, however, the Williams Shoe Limited, has not been doing much export business, having always had sufficient domestic demand to take care of their output. During the war, indeed, the demand exceeded the capacity of their plant, and it was not a case of looking for business, but of trying to handle as much as possible of the business that was offered them. Recently they made a shipment to a large company in Peru, which is the first export they have made to South America. With their enlarged capacity and the cessation of war-time conditions, the company is planning to establish connections with

A section of the Goodyear Lasting Room of the Williams Shoe Limited. Here the Goodyear shoes are lasted and the welting sewn to the uppers through the insoles. The machine in the foreground is a sole laying machine and is used to mold the sole to the shape of the shoe before the outsole is attached.

A section of the Lasting Room of the Williams Shoe Limited, showing in the background the Consolidated Hand Method Lasting Machine. The machine in the foreground is a Standard Screw Machine and is used to fasten the outsole.

foreign markets and do its share in building up Canada's export trade.

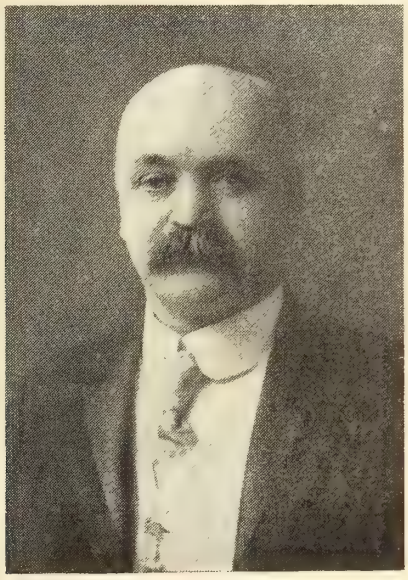
The company is now controlled by far-seeing and progressive men who believe in Canada's possibilities, who are not at all shaken by the present conditions, and who will be quick to seize the opportunities for business, domestic or foreign, which the future is bound to offer and that, before many months elapse. The organization now includes: Mr. G. W. McFarland, managing director and secretary-treasurer; Mr. John McMurchy, president, and Mr. J. R. Fallis, vice-president, these three gentlemen forming the board of directors of the company. They employ a staff of twenty salesmen covering Canada from coast to coast.

Their plant is excellently equipped, and gradually all the most modern and efficient machinery has been installed, so that, with a few further improvements, which are planned to be carried out in the near future, it will be as up-to-the-minute as if it were a complete new establishment.

The Sample Room of the Williams Shoe Limited. This will give an idea of the extensive line of shoes made by this firm. In fact shoes for every member of the family, large or small

The Williams plant is situated on Railroad Street, Brampton, little more than a stone's throw from the Grand Trunk and Canadian Pacific stations. It is a brick structure, with a wing running obliquely from north end. This eastern wing fronts on Railroad St.

On the top floor of the plant are the cutting, fitting and upper leather storage rooms — pleasant, well-lighted, well-arranged departments. The company cuts a large variety of staple leathers, including grain leathers, oil-tanned leathers, storm kips, all colors in



Mr. John McMurchy, President, Williams Shoe Limited.

elk leathers, heavy and light box calf, heavy kid, and all weights in box kips and gun metal leathers.

In the cutting room there are fourteen hand operators, and six clinking machines. The uppers for the lighter shoes—Goodyear welts and McKays—are, of course, cut by the hand operators, while the clinking machines are used for the work on the heavier leathers for the standard screwed and loose-nailed shoes. Though the uppers for the light and heavy goods are cut in the same room, the departments are run entirely separately. The machines are on one side and the cutting tables for the hand operators on the other, and the work is handled on separate orders by a different staff of workers.

In the fitting room, which adjoins the cutting room, the same plan is followed. On one side are the wax thread machines for fitting the heavy uppers, and on the other are the Singer stitchers for handling the lighter goods, each being run quite independent of the other, except for the eyeleting and hooking process—the eyeleting, hooking and lacing machines are installed at the end of the fitting room where the uppers, completely fitted, pass out, and both the light and heavy goods come together at this point and are eyeleted before being delivered to the next department.

It is interesting to note that the equipment used for fitting the uppers of the Goodyear welt and McKay staples produced in the Williams factory is just the same as will be found in factories manufacturing the finest grades of footwear. Singer and Union Special stitchers, electrically-driven, are used exclusively in this department. For the heavier standard-screwed and loose-nailed goods, Puritan machines are employed.

Besides their fitting room in the Brampton factory, the company also has a well-equipped fitting room at Alliston, Ont., where a considerable quantity of work is handled, the uppers being sent back to the main plant for the other processes. It was necessary to establish this branch at Alliston, owing to a shortage of female labor in Brampton to operate the stitchers.

Not the least interesting department of the factory is the sole leather room where, perhaps, we may pause for a few moments and enquire into the story of a sole, as it is manufactured in the Williams plant. The sole leather is bought in car load lots and comes in sides, crops or bends. It is then cut into strips of varying sizes, according to the size of the soles to be cut from it. These strips are run through an evening machine which shaves off irregularities and are then rolled, sorted and placed in racks, ready to pass to the dieing presses. Then, according as they are required, the soles are died out of the strips and are passed through the sole grader—an ingenious machine which shaves the sole down to the thickness of its thinnest point and at the same time stamps the size upon it. After this the soles are likewise sorted and placed in bins. The insoles are manufactured in a similar fashion, from the ends of the outsole strips.

The next operation is to prepare the slip-soles, which are taken from shoulders and roundings. These strips of sole leather are evened up in the same manner as in the preparation for the outsoles, are rolled again, and died out on the dieing machines or presses.

The slipsoles also are placed in bins, sorted according to size, and the materials are now ready for building up the sole for a Williams staple shoe. The fore-

Mr. J. R. Fallis, Vice-President, Williams Shoe, Limited.

man consults his work tags for the day, and the process of fitting begins. The outsoles and slipsoles of the various sizes and irons required are now taken from the bins and distributed among the different operators. Each lot is accompanied with its respective work tag, containing complete instructions as to what is required.

The slips are then attached to the outsoles and the rands applied around the heel seats. As the rands are shaved thin on the inner edge, this helps to form a snug-fitting heel seat. In the case of soles for riveted or standard screw shoes, the outsoles and slips are

cemented together and are either slugged or fair-stitched.

If the work tag calls for McKay work, the soles are channelled and the shanks reduced. Another operation that is found necessary in sole fitting is the gouging of the toe, which is done by a machine known as the toe gouger. This device digs a little furrough or groove out of the slip sole around toe. This groove leaves room for the surplus leather which has to be taken care of—otherwise a fullness would occur at the toe of the shoe when finished.

The outsole having been built up, with slip-sole, or middle sole, and rand attached, it is ready to proceed to the assembling room. In the meantime a work tag goes to the insole sorter, who selects the insoles necessary for the same lot. These are then sent to the assembling room, where they are tacked to the lasts.

The assembling department for the light (McKays and Goodyear welts) and the heavy (standard-screwed and loose-nailed) goods are kept entirely separate, being on different floors. The McKays and Goodyear welts are handled in the same workroom, but the two processes are carried out independently. The machines for lasting and bottoming the welts are in one section, and those for the McKays in another. It is only when the shoes reach the finishing process that they are handled by the same operators.

Next we may take a look into the assembling room for the heavier goods. This is in the older section of the plant, but it is equipped with modern machinery for all processes. Among the machines installed are: pulling-over machines, nigger-head lasters; taper nail-tacking machine (which tacks the sole on loosely so it will be held in place during the loose-nailing or screwing process); a standard screw machine; a loose-nailer; a sole leveling machine; a heeling machine; a heel trimmer; a fudge wheel (which levels and indents the extension edge); edge trimmer; edge setter; finishing brushes; sole stamping machine (which impresses the trade-mark on the shoe bottom).

After the processes of manufacture have been completed and the shoes have been treed and boxed, they are sent to the stock room and those that have been made to fill a customer's order are shipped out. The company has a large in-stock department, where they carry from 25,000 to 40,000 pairs. This enables them to give their customers exceptional service in the matter of speedy delivery. Sorting orders can, as a rule, be filled directly from stock.

To keep check on the in-stock department, an excellent stock-keeping system is used. Orders for floor stock are put through in just the same way as orders for customers, and the shoes go to the stock room accompanied by the order. Receipts from the factory and shipments to customers are entered daily and a perpetual inventory is thus secured. There is a separate sheet in the stock-book for each line, which shows the number of shoes of every size in each line that are on hand on any date. In this way the stockman always knows the condition of his stock and, while avoiding a top-heavy condition, can keep it up to the point where it will be possible to give the customer consistently good service.

The Williams Shoe, Ltd., makes a complete line of staple shoes—men's, women's, girls', boys', youths', and little gents'—by the Goodyear welt, McKay, standard screw and loose-nailed processes. They also make a feature of prospectors' and miners' boots, hunting boots, etc. Two lines they have recently introduced are a women's 13 inch mountain or riding boot, and a golf shoe of chrome-tanned elk leather in black and colors.

Off to a Start on N.S.R.A. Convention Arrangements

To be Held in Toronto July 13-14—Chairmen of Committees Appointed

The Third Annual Convention of the National Shoe Retailers' Association of Canada will be held in Toronto on July 13-14. This decision was reached at a recent meeting of the Executive in Toronto, when convenors of committees were appointed to go ahead and make all arrangements for the "best yet." It is understood, however, that while there will be some entertainment features, it is to be primarily and principally a business gathering—a convention of business men for the discussion of business problems which loom large on the commercial horizon at the present time. It is not the intention to run a fair in connection with it as was done in Montreal last year. Manufacturers and wholesalers will be there with their newest goods, of course, but there is to be no elaborate and expensive display. The times, it is felt, do not warrant any undue expenditures for either entertainment or display, and the sole object of the convention is to get the shoe retailers of Canada together to deal with urgent matters of mutual interest.

Winnipeg, as is generally known, was one of the first cities to be given consideration as the location of the convention, but there were difficulties in the way of working up a local organization to handle it, and for this reason it was thought best to drop the idea of going West for the present. Quebec was also mentioned as a possible location. The objection raised in this instance was that in July the tourist season would be at its height, and it would be very difficult to secure sufficient accommodation for the visiting retailers. So, finally, Montreal having been the privileged city last year, the executive fell back upon Toronto as the most suitable location.

The chairmen appointed to the various committees are as follows: Programme committee, E. A. Stephens, Ottawa; arrangements and entertainment, Warren T. Fegan, Toronto; registration, J. W. Jupp, Toronto; publicity and press, Howard C. Blachford, Toronto; resolutions, H. W. Rising, St. John. Any suggestions as to ways and means of making the convention more valuable to the shoe trade will be gladly received and acted upon as far as possible.

An automatic electric shoe polishing outfit has recently been invented, for which many advantages are claimed. It is called the "Shi-Na-Minit." It is claimed that it does better work than the average shoe black and does it more quickly and satisfactorily, and that the shoes are not scratched or damaged as is sometimes the case with a careless or incompetent shine artist. To operate the machine it is only necessary to take a seat, place the feet in the proper location and the machine will do the rest. It will polish either high or low shoes, in black or colors.

Interior of new Ryan-Devlin Shoe Store in Winnipeg. A splendidly furnished and efficiently laid-out establishment.

A Model Shoe Store

THE Ryan-Devlin Shoe Co., Ltd., pioneer shoe merchants, have removed to the Clarendon Building, 309 Portage Avenue, Winnipeg. The photograph reproduced above shows an interior view of one of Winnipeg's finest shoe stores, established by this well known firm. A visit to the store itself is necessary to appreciate the quality of stock and facilities for fitting that are offered here.

On the opening day, attracted by the splendid window display, many visitors ventured inside and found the store quite equal to anything yet seen in the realm of shoe stores.

Visitors lingered for some time admiring the smart models, and were not oblivious to the tasteful surroundings, noting with pleasure, the mahogany chairs upholstered in green leather with foot rests to match, also the graceful palms which lent an artistic touch. The store is amply provided with huge plate glass mirrors an the entire impression is one of brightness and harmony.

At the rear of the store stairs provide access to the mezzanine floor on which there are two new departments, fitted up with nicely upholstered chairs. One department is to take care of the children, the other is stocked with choice grade suitcases and club bags, making a very striking and attractive display.

Progressive Young Shoe Concern in Galt, Ontario

THE Scroggins Shoe Company, Ltd., Galt., Ont., is now completely established in its new quarters and already reports brisk demand for its product, in spite of the fact that it is but a baby concern. The firm manufacture "Renown Brand" McKays, for all the junior members of the family—boys, youths, little gents, growing girls, misses and girls—and are concentrating on sensible, comfortable styles that are suited to the needs of growing feet. During the months since its establishment, this young company has made striking progress.

A Dialogue That Concerns Every Shoeman

Many A Shoeman: No, Sir! I haven't taken any interest in association work. You spend your time and money, and what have you to show for them?

Association Booster: That's just what I am here to show you. Now, do you consider that the removal of the Luxury Tax was a good thing for the trade? Was it of advantage to you personally?

M.A.S.: Why, certainly! The removal of the Luxury Tax was the biggest stimulant to business I have had in a long time. But you're getting away from the subject.

A.B.: Oh, No! I'm getting right down to the subject. Do you realize that the removal of this tax is just one result of the activities of the association that represents your trade—and they have been taking vigorous and effective action in many other equally important matters? Now, I ask you: Is the work of this association worth while? Does it deserve your support?

M.A.S.: That being the case, I've got to admit that it does.

A.B.: Well, now the National Shoe Retailers' Association is putting on a big membership campaign, and needs your support. Will you sign up and use your influence in its behalf, so that it may carry on its activities?

M.A.S.: That strikes me as fair. Looks like I can't afford to stay out.

Rubber Association Meets in Montreal

At their convention, held at the Windsor Hotel, Montreal, on February 14, the Rubber Association of Canada elected the following officers for the coming year: C. H. Carlisle, Toronto, Goodyear Tire and Rubber Company of Canada, Limited, president; W. A. Eden, Montreal, general manager Canadian Consolidated Rubber Company, vice-president; C. N. Candee, Toronto, Gutta Percha and Rubber, Limited, treasurer; John Westren, Toronto, Dunlop Tire and Rubber Goods Company, Limited, assistant treasurer; A. B. Hannay, Toronto, manager and secretary.

The following were elected as directors: F. E. Partridge, Guelph, Ont., Partridge Rubber Company; W. H. Miner, Montreal, Miner Rubber Company; R. F. Foote, Merritton, Ont., Independent Rubber Company.

A feature of the convention was the association's first annual banquet, at which close on two hundred guests assembled. Hon. Hugh Guthrie, Minister of Militia, was the principal speaker of the evening, and Mr. C. H. Carlisle, presided over the gathering. At the head table there were, in addition to the above-named gentlemen, Messrs. John Westren, A. L. Viles, A. D. Thornton, C. N. Candee, F. E. Partridge, W. H. Miner, V. Van der Linde, C. B. Seger (president of the U. S. Consolidated Rubber Co.), H. E. Sawyer (New York), Arthur B. Hannay, manager and secretary, and Rev. G. R. Allan, one of the speakers of the evening.

The president, Mr. Carlisle, gave some figures indicating the growth and the present standing of the rubber business in Canada. The total tire sales in 1910 were slightly over one million dollars, and in 1919 they reached $31,000,000. In the same period the sales of mechanical rubber goods increased in volume from $1,700,000 to $6,000,000, and footwear from $1,800,000 to $17,000,000. To put it concretely, the rubber business had expanded in a period of nine years from $4,600,000 to over $56,000,000, and export business from $113,000 to $8,000,000. The number of employees increased from somewhat less than 1,500 people to 13,000, and investments from $4,500,000 to $67,500,000, with real estate investments of $21,000,000. The industry in 1919 paid duty and taxes of over two million dollars and wages to the amount of $13,000,000. "Canada to-day stands fourth among the nations of the world in the manufacture of rubber," the speaker asserted.

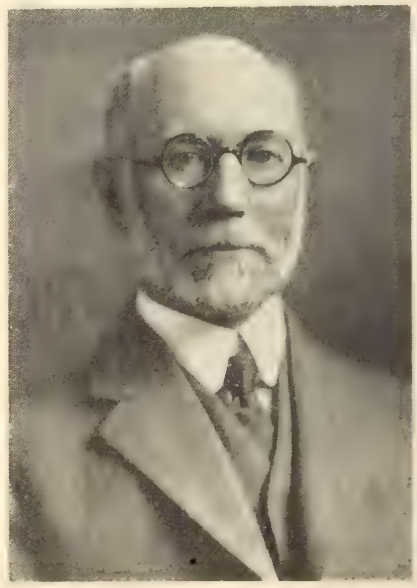
Some who did not know the Canadian Rubber Association might think that it was an organization for price-fixing and selfish regulation of the trade, declared Mr. Carlisle, but the organization had nothing to do with the fixing of prices or the regulation of trade. Its object was to build up the rubber business in Canada to its maximum, to establish economy, to improve products, to give better distribution, to standardize products wherever possible, and to reach the highest efficiency.

Hon. Hugh Guthrie, in a forceful address, dwelt upon Canada's position in the world of commerce and, in particular, her relation to the United States. "We must realize," he said, "that we are living side by side with the greatest commercial power that the world has ever seen. They are our neighbors and our good friends, but in business matters, they are now, always have been, and probably always will be, our keenest commercial competitors.

With reference to the tariff, the Minister declared that, "We in Canada have to-day an accepted and adopted fiscal system that has been in force for the last forty-two years and we propose to maintain that system."

Mr. C. H. Carlisle,
President-elect of Rubber Ass'n. of Canada

Mr. W. A. Eden,
Vice-President



Mr. C. N. Candee
Treasurer

Death of One of Canada's Best Known Shoe Merchants

The Late Mr. H. P. Blachford had Record of Fifty-Seven years in the Retail Footwear Business

IN the death of the late Horace Percival Blachford, who passed away on Feb. 13, the Canadian footwear industry has lost one of its oldest and best-known shoe merchants—one who held a record of fifty-seven years in the retail shoe business and who had reached the ripe old age of seventy-eight years. The late Mr. Blachford was the senior member of the firm of H. & C. Blachford, Ltd., Toronto, and up until a couple of years ago had been as active as ever in the business. Of late, however, he had been compelled to take a less energetic part on account of his failing health.

Mr. Blachford was a native of Toronto, having been born in this city, of English parents, in the year 1843, and throughout a long life had built up for himself a reputation for the strictest integrity and attained a position of the highest respect both in commercial and church circles.

His business career commenced in the year 1864 when, with his brother, Charles E. Blachford, he started in a small store at 133 King St. E., near the St. Lawrence Market, commencing on the magnificent capital of $200.00. Being still in their teens it took even in those days some nerve and ability for these two young brothers to undertake opening up business for themselves, although they had both served their apprenticeship prior to that time.

In about two years they moved to 107 King St. East, just opposite St. James Church, where they continued till the year 1878 when they moved to more commodious premises at 83 and 85 King St. East, and after about 10 years in that location they took in the adjoining store, number 85 and 87.

There is quite a contrast between business conditions as they are to-day and as they were in those early days. One is reminded of the twelve-hour day —and the sixteen-hour Saturday—opening up shop at 7 in the morning and sticking with it till 7 at night, and till eleven on Saturdays — as the Blachford brothers did when they first started out. One is reminded, too, of the old wooden shutters which were bolted around the windows every night at closing time.

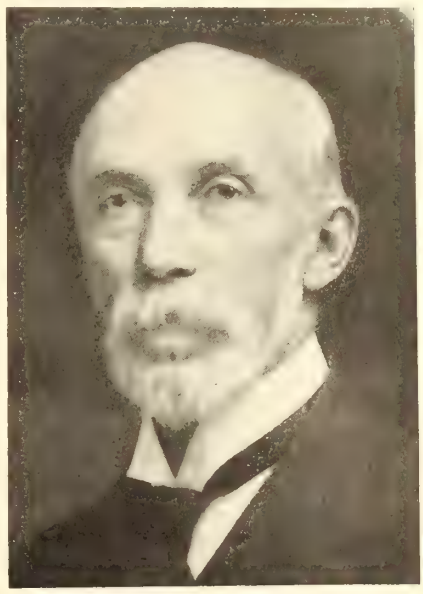
Advertising, also, was then quite a different proposition from what it is now. What this enterprising young firm did was to get some plain cards, on which they listed some of their lines of shoes on one side and marked their address plainly on the other, and then take them down to the market and distribute them personally to the farmers who were in to sell their goods, at the same time giving them an invitation to call and see their various lines.

Up to this time King Street was the main retail section, but as the city developed Yonge Street seemed to be the natural outlet, and having full confidence in the future of their business, the Blachford brothers moved in the year 1898 to 114 Yonge Street, where they remained till the spring of 1915. They then moved to the present location at 286 and 288 Yonge Street, where they established themselves in one of the largest and best equipped shoe stores in the whole of Canada.

Although Mr. Blachford was of a retiring nature, he took a lively interest in military life in the early sixties, attending the military school then stationed in Toronto and received his Captain's papers in due time. He was attached to what was known as the Merchants' Company prior to the formation of the Queen's Own Rifles.

Mr. Blachford was fond of travelling and in the early days before the railways were extended as they are to-day, he made a trip to the middle west and down the Mississippi River; also visiting the southern states after the civil war and later taking a trip to England and France with the late Mr. W. B. Hamilton in the year 1876. In the following years he explored the Muskoka regions and was one of the earliest tourists to locate a summer residence on Lake Rosseau.

During the earlier years Mr. H. P. Blachford took charge of the manufacturing and custom work department while his brother took charge of the buy-



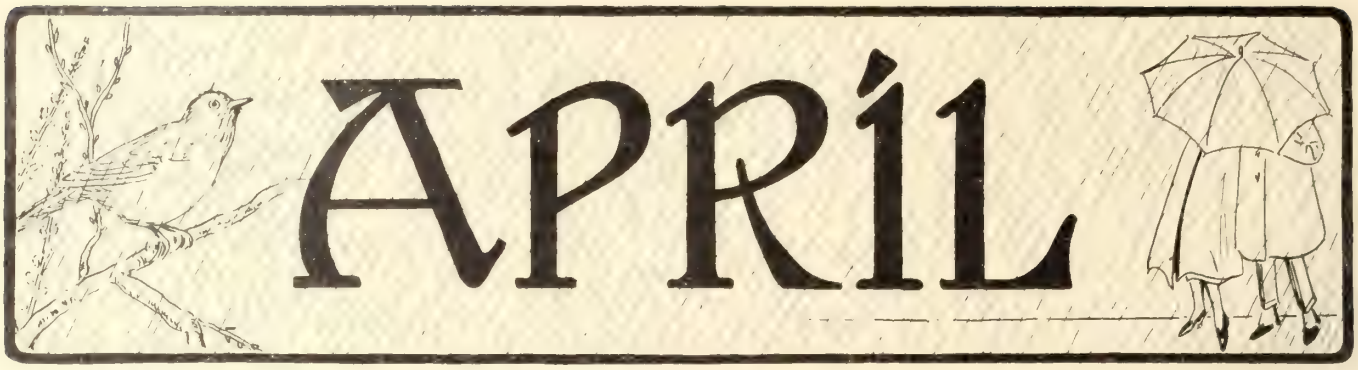
The late Mr. H. P. Blachford

ing and selling end. As the business developed it was decided to form a joint stock company to be known as H. & C. Blachford, Limited, having as its directors H. P. Blachford and C. E. Blachford, with their respective sons, Fred A. Blachford and Howard C. Blachford.

The late Mr. Blachford is survived by his widow and three sons: Percy S., Fred A. (of H. & C. Blachford, Limited), and George Allan (of the Blachford Shoe Mfg. Co.); also four brothers, Charles E., Arthur W., R. Thomas and Alfred J., and one sister, Miss Blachford, all of Toronto.

The funeral took place from the Church of the Holy Trinity on Wednesday afternoon, February 16th, to St. James Cemetery, and was largely attended by the shoe trade of Toronto and elsewhere, as well as by a host of those who had known and associated with Mr. Blachford during his long life.

Not only was Mr. Blachford an active worker in the Anglican Church to which he belonged, but also a member of the Church Bible and Prayer Book Society, St. George's Society and the York Pioneer's Historical Association.



Shoeman's Merchandising Calendar

There are no holidays or anniversaries of particular interest in the month of April, unless, perhaps, All Fools' Day, which is not an occasion that the window trimmer can use to advantage—people don't want to be fooled, and to tell them that they're "never fooled on Foley's footwear" is too negative a suggestion; it seems like trying to remove a doubt that should never have been permitted to exist.

However, April days do lend themselves to original and attractive trims. They are days of change; Nature is donning a new garb, and so is Man—and Woman—and the shoe merchant must keep in time, and in tune, with the march of the Seasons. Spring flowers, just as soon as they are available, should find a prominent place in his displays. They are suggestive of freshness and beauty—which should be characteristic of the retailer's spring footwear styles.

The Out-of-Door's Appeal

April is a good time to feature sturdy walking shoes. The out-of-doors is calling to anyone and everyone who has a mind to listen, and tramps in the country make an unexcelled tonic for working off the waste matter that has collected in the system during the winter months. That is a good point to make—the relation of shoes to health. You see the connection: Spring—tonic—health—country tramps—shoes. You can make it as plain as daylight that a man, or a woman, should buy comfortable, damp-proof walking shoes, so that he can take tramps in the open for his health, which are the best of Spring tonics.

Golf shoes, too, should make a profitable feature. Golf enthusiasts will be fairly revelling in the mud of the links, and they will be anxious to equip themselves as thoroughly as possible for battles with the clubs.

"Motor" Shoes

The motoring season, also, will be opening up, and the shoeman can make his appeal to the very large proportion of the population who come under the class "motorist." Certain types of shoes can be featured as particularly suitable for motoring—there would seem to be no good reason why the retailer should not advertise "motor" oxfords for men. These should be in natty brown shades that will "go" with spring overcoats and tweed caps. As the radiation from the engine in many cars makes the front compartment uncomfortably hot around the feet, the cool low-cut would probably be preferable and it should have a light, comfortable upper, with sole of medium weight—a composition sole might have some advantage, as it would give a good grip on the levers. When selling a "motor" shoe, it would be well for the salesmen, if possible, to ascertain the type of car used by the customer, as in one or two makes the foot levers are set fairly close together, and a shoe on a wide last with a broad toe would not be suitable, since it would be liable to catch between them.

"Shoes for the woman who motors," might also be featured to advantage. Shoes of the semi-brogue type—to give the sporting touch—with military or low cuban heels and rubber top pieces, and toes of medium width, would be suitable. As to color, tan will probably be the best, as the indications are that this will be a popular shade in apparel this spring.

Another Month of Weddings

And don't forget that April is beginning to almost rival June as a month of weddings. The shoe merchant should be ready to accommodate the bride in the matter of footwear for her trousseaux, and he should be careful to let her know, in his window displays and his advertising, that he stands ready to serve her.

Shoes for the Farm

For the shoeman who is located in a country community, April should be a splendid month for the sale of work-shoes. Farm work is just beginning to get under way, and if the local retailer doesn't supply the man who tills the soil with sturdy footwear to protect his feet from Spring mud and Spring rains, the M. O. H. (not the Medical Officer of Health) will.

And Don't Forget the Kiddies

And be sure to keep the kiddies in mind. A few special displays of children's footwear for Spring would be particularly timely. Their winter shoes are pretty well worn out, and April showers make it essential that they should be

well shod—a fact that should be brought very clearly to their parents' attention in your window cards and advertising.

Then, too, in the Spring, young men are supposed to be particularly careful about their personal appearance. Make a strong appeal to them in your advertising and displays, and cater to them with styles that are natty and snappy. And of course when young men are in this mood, it is superfluous to mention that the young ladies will be wanting the newest and daintiest shoes that can be bought.

As a final suggestion, the shoe merchant who wants to be a little beforehand will already be preparing in April his ad. campaign for white leather and fabric footwear.

How the Other Fellow Does It—"Kinks" That Put the "Punch" in Merchandising

A Windsor, Ont., shoe merchant recently announced in his advertising that to every baby born in the Border Cities during 1921, the firm would be happy in presenting its first shoes, value $1.00. "We want to be sure that it has every opportunity to be guided right, and good, properly-fitting shoes are its first understanding," states the announcement. "Babies bring your Mamma in and get your proper fit." A personal invitation was also mailed to a large number of regular and prospective customers.

A Style Show That Boosted Business

J. H. McLelland, 322 Danforth Ave., one of Toronto's prominent shoe retailers in the uptown district, recently put on a very interesting and effective style show, in conjunction with A. Palmer, a ladies' wear merchant, who occupies the adjoining premises. The style show, which continued during two evenings, was first splendidly advertised in a local sheet which has a circulation in the immediate district, and a seven-page booklet was also gotten out, announcing the exhibition and advertising the goods to be displayed.

The Palmer firm has a store very well suited to the purpose, having a 40-foot frontage, with five display windows. The McLelland store right along side has three windows. All the windows were dressed alike with suitable backgrounds and floral decorations, and the millinery, dress goods and footwear were combined in very effective displays.

The exhibition, which was advertised as the "Palmer-McLelland Style Show," was in the form of a Spring opening, and ten live models, including one little girl, were used to display the goods. Mr. McLelland had the manufacturers make shoes to special order for the models, according to the very latest patterns. The show was staged in the Palmer store, being the larger of the two. A raised platform was built right around the store down one side, across the rear, and up the other side, extending to the opening of a large centre window. Along this platform the models paraded, finally entering the window and displaying their apparel to the onlookers outside.

The exhibition proved a great success. On each of the nights, the store was crowded to capacity with interested spectators, and a large number also gathered on the sidewalk to watch the models as they entered the windows. This is not the first show of the kind that Messrs. McLelland and Palmer have undertaken. It has been a feature of previous seasons, and the results have been such that it has developed into a permanent institution.

Snappy Circular Advertising

"Shoe modes of the Moment," is the happy phrase with which a well-known shoe merchant of one of the Border Cities, captions an attractive circular which has recently been gotten out to the public in his district. This is at the upper left hand corner of the folder, as it arrives in the mail, and right underneath in smaller type, in red, "At W———— Boot Shop." The folder is sealed with a small sticker in the form of the firm's trade mark. On opening it up, the recipient finds an attractive introductory page, measuring nine inches wide by twelve inches deep, with a handsome cut of a winter scene, and a little talk to the prospective customer about styles and an invitation to visit the store. The inside of the folder is taken up with descriptions and prices of shoes, with a number of illustrations. Set in the centre at the top, in a frame, is a telling little story, "The Secret of Pretty Feet," which any woman must surely read.

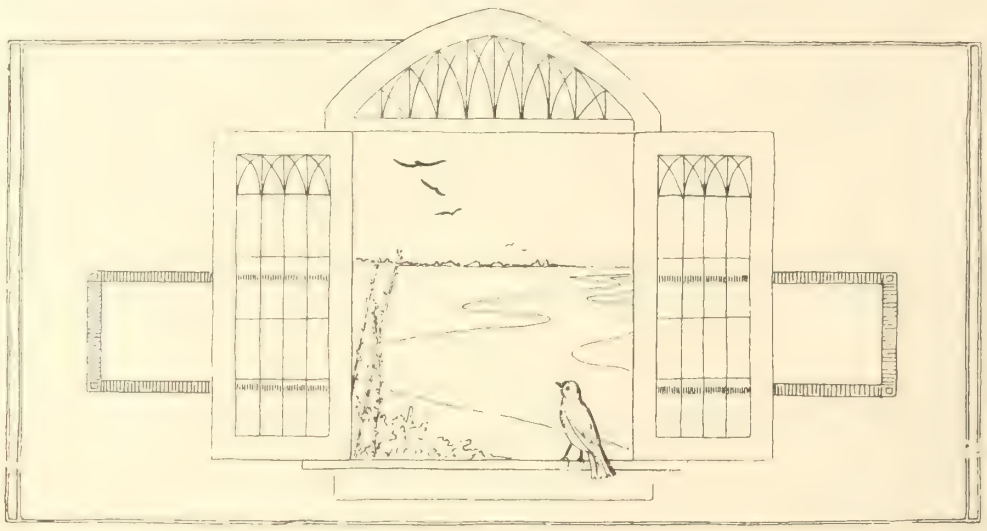
Promoting Friendship in Business

A prominent Ontario retailer has lately held a "Friendship Week," with the object of promoting closer relations between the store and its customers. This feature was widely advertised both in the newspapers and by circular. One of the circulars stated "We want you to come and visit our shop, whether you want shoes or not, to see our new shop and take advantage of our savings if you need them. At any rate come. We want you to know that you have in your midst one of the finest shoe shops in Canada and we feel certain that you will be as proud as we are that your patronage has made this possible."

A Catalog for the Window Trimmer

Schack's 1921 Spring Flower Book, issued by the Schack Artificial Flower Co., Chicago, is an attractive catalogue, that will be of interest to the display man. A full line of artificial flowers are illustrated, besides various other window display accessories and appurtenances. The colors of the various flowers are illustrated in a color keyplate.

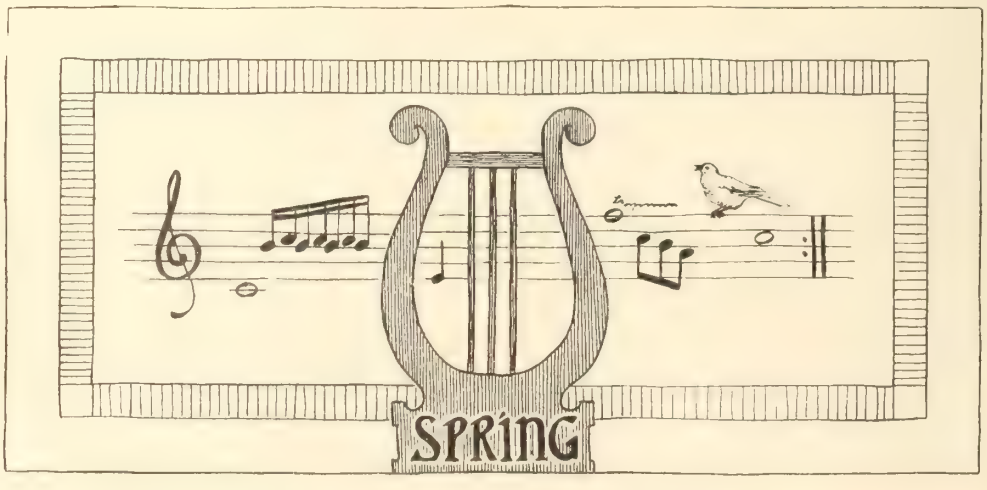
Window Backgrounds for April



The upper drawing represents an effective and easily worked up background. A piece of beaverboard should be cut to fit in the back of the display space, and an opening for the window cut out as indicated. The sash could either be painted on or cut out of separate pieces of beaverboard and attached. This complete section is meant, of course, to represent the interior wall of a room, and should be set a couple of feet from the rear of the display space, to allow of the outdoor scene being set behind and the effect of distance obtained. The coloring used is of importance in this connection. The beaverboard wall should be in red or brown shade, which has the tendency to make an object appear closer, and the scene back of the window should be in blues or purples, which gives an effect of distance. An arrangement of powerful lights shining on the outdoor view would add greatly to its effectiveness. The bird is supposed to be a blue-bird, which might be cut out of cardboard and painted. Plants or pussy-willows might be set just back of the window ledge to blend in with the scene behind.

The second suggestion is a very simple one. First cut a section of beaverboard to fit across the background. This might be colored in purple, and the staff and notes of music applied in gold. The lyre should be cut out separately and colored in buff, with the lettering "Spring" in a deep purple. As to the bird—this is, presumably, a spring robin, which adds an interesting touch.

A suggested window card to go with this background would be like this: "Harmonies of Spring—Nature is blending the sounds and colors into magnificent harmonies these days, and Art is following her example by the blending of styles into magnificent creations in wearing apparel. We can supply you with you with footwear that will harmonize perfectly with your gown or costume."



A Plea for Canadian-Made Products

Editor, Footwear in Canada:

The writer has read with great interest your description of the banquet of the "Shoe Manufacturers' Association of Canada" recently held at Toronto, and especially the addresses given. Of the numerous addresses I believe that by Sir Henry Drayton, our "Minister of Finance," is the most striking and presents a statement which each and every good Canadian citizen, man or woman, should consider conscientiously and earnestly. Sir Henry made the statement that he had the idea that "the average Canadian has not a half high enough opinion about what Canada can do and what Canadian workmen can do and what Canadian factories can produce." The opinion of the writer is that this is very true and that the average Canadian purchaser instead of looking for the price tag looks for the "Made in U. S. A." mark; holding this as a symbol of the highest perfection and workmanship. In some cases it is true, but in the majority of cases it is not; as Canadian-made goods of like kind on the average excel those of our sister country, and their quality is more honest and durable; the labor is more exacting and the article on the average has more personal attention than that produced in the U.S.A.; therefore, it is more perfect.

In speaking of the tariff and the depreciation of the Canadian dollar Sir Henry Drayton went on to state "I wonder, gentlemen, if the manufacturers of this country themselves are not to blame. I wonder whether you never purchase American automobiles or American trucks. I wonder if you ever buy American tires? I wonder if you manufacturers buy 100% Canadian output? I know many manufacturers who do not and the only way you will ever get this balance changed and strengthen your own country's position will be when everybody pulls together. There is no class more interested in seeing that we buy 100% Canadian made goods than the manufacturers."

I believe that if this declaration should touch the heart of every honest Canadian and if it does not affect him in his future transactions he is not worthy of the good living and business returns which his Canadian customers give him.

(Signed) W. A. Coles,
President and Gen. Mgr. Universal Shoe Machinery of Canada.

Successful Dollar-Day in Stratford, Ont.

THE merchants of Stratford, Ont., recently held a big "Dollar Day," which was widely advertised and taken part in by nearly all the retailers in the city, including the shoemen. Ed. Paff, Knechtel & Co., Shore & Shank, and the Jno. Agnew Co., Ltd., all were in on the scheme, which is an annual affair, and which has been proved to be very effective in cleaning out odds and ends and shelf-warmers.

The shoe trade, of course, has gotten away, very largely, from the original idea of the "Dollar Day," which was to put on sale all the goods which could be sold at $1.00. Now it is advertised to the consumer as a day on which the value of his dollar in merchandise is greatly increased.

A special feature of the scheme in Stratford this year is a $25.00 prize to the person who makes the largest total amount of cash purchases at any or all of the Dollar Day stores. The customers who wished to compete in this novel contest to see who would buy the largest quantity of goods, were advised to keep their sales' slips and bring them to one or other of the local newspaper offices, and the individual whose purchases totalled up to the largest sum of money was forwarded a cheque for $25.00 forthwith.

Has It Earned Your Support?

Following recent representations by the National Shoe Retailers' Association, many manufacturers have agreed to maintain "in-stock" departments for the convenience of the retail trade, and the shoe merchants may now look for co-operation along this line from the most progressive manufacturers. This is just one instance of how the influence of the Association has been exerted for the benefit of the trade. Is it getting your support? None of us want "something for nothing."

Interesting Statistics re Footwear Industry

SOME very interesting figures are presented in a preliminary report on the leather boot and shoe industry in Canada for the year 1919, which has been prepared by the Dominion Bureau of Statistics. This covers the operations of 161 individual plants distributed by location as follows: Quebec,

19; Ontario, 56; New Brunswick, 5; Nova Scotia, 4; British Columbia, 5.

The number of pairs, and the selling value, of the various classes of footwear are shown in the following summary:—

Boots and Shoes—

Classes of Products	Number of Pairs	Selling Value at Factory
Men's	5,417,956	$25,454,982
Boys'	864,224	2,604,573
Youths'	565,037	1,269,860
Ladies'	5,747,248	22,180,983
Misses'	1,404,494	3,139,493
Girls'	1,774,670	3,093,325
Slippers—		
Men's, boys' and youths'	502,601	718,237
Ladies', misses' and girls'	1,223,939	1,556,552
Infants' shoes and slippers	861,505	855,441
Larrigans	185,411	667,425
Moccasins	344,775	641,067
All other kinds	268,889	849,180
Snowshoes, leggings, ankle supports, etc.		231,087
Custom and repair work		56,923
Totals	19,160,749	$63,319,128

The New Trend in Footwear Fashions

Many novel features characterize the shoe styles which are presented to the trade. Above are a number of new models, reproduced from one of the leading U. S. shoe journals, which illustrates the present tendency. Starting at the left and reading down, we have: (1) A brown kid slipper in warmer tone than Havana—three straps in a loop decorated with steel beading; (2) Brogue sport oxford in Russia calf—which is to supersede the lace brogue oxford of last season: (3) Satin colonial with patent tongue and steel beading: (4) Brown calfskin slipper, with entire forepart in woven strips of leather; (5) Three-eyelet tie with novelty blucher cut and dip-in throat in a fabric shoe for summer; (6) Novelty effect in white suede calf, throat and strap in patent; (7) Black kid slipper with inserts of blue kid; (8) Sabot effect—two-button strap of patent with insert; (9) Another illustration of the decoration with woven strips of leather; (10) Large tongue—overlay of leather—all kid, triple dots; (11) Patent vamp and satin quarter with satin heel—three straps over instep; (12) White slipper of a sabot type with blue kid ornament over throat, with fancy silver beads thereon.

It is interesting to note how the average selling values (at the factory) of these various classes compare. For men's, the average works out at $4.69, while for women's it is lower by 83c., being $3.86. For boys', the average is $3.01; youths', $2.25; misses', $2.23; girls', $1.74.

Classification of Boots and Shoes by Processes

The number of pairs of boots and shoes manufactured by different processes is enumerated in the following table:

Process	No. of Pairs
Hand-made	217,146
Welt	5,342,662
Imitation welt	367,465
Turned	2,260,249
McKay	7,147,984
Wire, screw or metal fastened	2,388,884
Wooden pegged	205,266
All other	1,231,093
Total	19,160,749

Rubber Industry Statistics

Some interesting features are found in a preliminary report on the rubber industry in Canada for 1919, made by the Bureau of Statistics. The report shows that nearly $43,000,000 is invested in the industry and that it employs approximately 11,500 people. For the purpose of the report, the industry is divided into two groups: (1) Rubber goods, (2) rubber boots and shoes.

In the rubber boots and shoes group, out of 3,349 male employees over 16, 304 get less than $10 a week and 2,000 less than $20 a week. Those earning $30 or over, number 205. Of 2,268 females over 16 employed in this group, 2,180 get less than $20, and of the 2,180 those getting under $10 a week number 667.

In the rubber goods group, out of 6,006 males over 16 years of age employed, 145 get under $10 a week; 1,763 under $20 a week; 2,919 get between $20 and $30 a week; 1,324 get $30 a week or over. Of 664 girls over 16 employed in this group, 84 get less than $10 a week and 608 less than $20. Five get $30 or over. Two boys under 16 also get more than $30 a week.

July 13-14

Red Letter Days in the Shoeman's Calendar

On the above dates the National Shoe Retailers' Association will hold their Third Annual Convention, in Toronto. It will be a meeting of business men for business purposes, and there are many matters of the greatest importance to be dealt with. Your support will help the Association to successfully handle the problems that confront the trade as a whole at the present time. The whole object in restoring the shoe business to a safe, sound, normal and prosperous basis.

Canada's Shoe Manufacturing Trade From A Machinery Viewpoint

Address by F. W. Knowlton *

THE shoe trade is one of the very oldest of our present lines of industry, and shoes are the oldest of any article of human apparel. From a very crude form of sandal, the shoe has passed through a great number of changes in its development into the modern type. These various stages in the evolution of the shoe have, in a way, travelled in circles, and we have seen certain styles of footwear disappear entirely only to make their appearance a few, or in some cases, many years later in substantially the same style.

The Cycle of Style.

Instances of this are the very narrow toes which were in style 20 or 25 years ago, only to gradually disappear and be replaced by the wider, and later by the extremely wide toes, these being followed by the very high toes, some of which are being made even to-day, although the greater part of the late styles have worked back to the narrow toes, which are certainly a very attractive shoe to look at, but a much less satisfactory shoe for the wearer than the wider and higher toe. The low heels of to-day, however, are much more suitable for the wearer and better in every way for every one connected with the trade, with the possible exception of the heel manufacturers.

Over 200 Mechanical Operations in Making Modern Shoe.

In all these stages in the types and styles of shoes, and more particularly during the last period of about 65 years, the use of machinery has been an important factor. Commencing about 1860 various machines were developed for performing certain operations in the making of shoes that were formerly performed by hand, and to-day we have over 200 operations performed by machinery in the making of the modern shoe, and 135 machines in the class that would be considered as shoe machinery are regularly supplied for the making of the Goodyear welt shoe of to-day.

An experience of a little over 30 years with the shoe manufacturers of Canada has given some of us connected with the shoe machinery industry quite an extended and varied experience in catering to the wants of the shoe manufacturers of the country. Since the days of the Woodleys, Bresse and Bottrell of the Quebec section, the Mullarkeys and Lintons, of Montreal, and Cooper & Smith, and Van Normans of the Western section, we have seen many changes, and have seen the output of the industry increase very rapidly, at a rate during the last ten years of approximately one million pairs, reaching its highest point in 1916, with an output of about 20½ million pairs. That quantity is, no doubt, somewhat in excess of the normal requirements of the country for domestic consumption, and includes a quantity of shoes for export.

In bringing about this remarkable increase machinery has played a very important part; from the cutting of the uppers and soles to the final operations in the finishing of the shoe, the use of machinery has become more and more an important factor incidental to the increased production. Even with all modern equipment and conveniences, there was not sufficient help to turn out all the shoes required during recent busy periods, and without labor saving machinery for so many operations, there would have been much less increase in the quantity and quality of the product of Canadian shoe factories.

Estimated Canadian Domestic Footwear Requirements 19 1/3 Millions

It is estimated that the census of Canada about to be taken will show a population of 8 to 9 millions of people—some estimate it as 10 millions, which is probably a little high. On the basis of, say, 8½ millions, a normal production of shoes for domestic requirements would be about 19 1/3 million pairs, as a consumption of 2 to 2¼ pairs per capita is about what can be looked for. On that basis the production for the year 1919 was about on a normal basis to compare with the consumption.

Some of you may be surprised to learn that the total production for the year just closed, 1920, in spite of the extremely dull period during the latter part of the year, was approximately 17 million pairs, owing to the fact that the first six months of the year was the busiest period ever experienced by the shoe trade of the country. The period from July 1st, 1920, to July 1st, 1921, will probably mark the low point in production of the present period of depression, as the shoe trade was one of the first to feel the depression, and should be one of the first to show an improvement.

First Stricken Should be First to Recover.

Business generally can hardly be expected to discount the recent years of prosperity by a few months of depression, but from the fact that the shoe trade has had no long period of over-production, it may reasonably be expected that the manufacturing of shoes may resume a normal condition some time before other lines that have been greatly over-produced in recent years.

Production of Shoes by Districts

The Western section of the trade has been showing in recent years a large percentage of growth, but the Montreal section still leads by quite a large margin. The year 1919, with a total of 153 factories (the figures for 1920 not being available as yet) shows the Montreal shoe district with 54 factories, making 49.7 per cent. of the total output; Toronto, with 26 factories, making 10.9 per cent.; Kitchener district, with 29 factories, making 17 per cent.; Quebec district, with 34 factories, making 19.4 per cent., and the lower provinces and other outside districts, with 10 factories, making 3 per cent. of the total production. Probably the division of Ontario into the Toronto and Kitchener districts may mean very little except to the machinery people, and these should probably be taken together as having 55 factories and producing 27.9 per cent. of the total output.

Determining the number of factories at any given time is largely a matter of judgment, particularly in

*Before Shoe Manufacturers' Association's Convention in Toronto.

reference to several of the smaller factories. In making up the figures submitted there have been included only those factories that were making shoes in regular lots for the trade, and the number of 153 mentioned does not include several very small plants that might possibly be included in the list of factories.

The shoe trade has just passed the high point in the matter of prices, and manufacturers are able, principally through a decrease in the cost of leather, to reduce prices to a point that certainly should induce their customers and the public to again take up the practice of buying shoes. Reductions have also been made in other items entering into the cost of the shoe, and further reductions will surely follow.

References have been made at times in regard to possible changes in the various rates of royalties that apply in connection with the manufacture of shoes, but it would be rather difficult to reduce an item that has never been increased beyond its original rate, although the amount of investment required to produce a given return has doubled up several times, and the item of royalty is the only one entering into the cost of the shoe which has not been increased during recent years.

Few Failures During Past Year.

There have been few failures in the shoe manufacturing trade during the past year, and none of them particularly bad ones, as the trade generally has been in quite a strong financial position as a result of the preceding years of good business. What the present year will bring forth is rather hard to determine, but there is a tendency on the part of the allied trades to assist the manufacturers who, in turn, are assisting their customers, and this more than any other one factor should be a means of bringing about more normal conditions.

As to the outlook for the present year, there are so many factors involved, factors entirely beyond the control of any one connected with the industry, that no one can foresee with any degree of accuracy just what the conditions are likely to be. The general foreign situation, particularly in Europe, has an important bearing on the immediate future of our industry; the outcome of business and credits in Europe will have a very important bearing on the success or failure of many large concerns in America, particularly in the United States and Canada. Business in Europe has been kept by the same method as on this side of the water, by inflation, and when a country like France issues 10 billion francs of new currency, as she has done since the Armistice, a great deal of readjustment is necessary before business can assume anything like normal conditions.

There has been evidence recently of a tendency for more shoe factories, but present conditions do not seem to warrant any material increase. The present total capacity of the shoe factories of Canada is quite sufficient to produce all the shoes required, and any new factories would have quite a serious struggle to obtain business that has been handled by present concerns, who will certainly make strenuous efforts to hold such business.

Shoe Repairing Not Cutting Into Shoe Manufacturing

It is often remarked that the shoe repairing business, as at present handled and equipped, is cutting into the manufacturing trade to quite an extent, but the increase in the repair trade, as seen by machinery people, does not indicate that. The repair trade is better equipped than formerly, and is going through a stage in its development that the manufacturing trade passed through in years past, but we have not yet seen that the repair trade was encroaching on the manufacturing field, and if that should become apparent, the machinery people would be the first to endeavor to prevent any movement that meant an injury to its largest and by far its most important field.

As seen from the point of view of those in the machinery business, the shoe manufacturers of Canada have every reason to be proud of the progress they have made and of their product. The shoes made in Canada compare very favorably with those made anywhere, as shown by work exhibited in the shoe fair held in Montreal in July last, where Canadian-made goods were shown which any manufacturere should be proud of. Shortly afterwards a somewhat similar fair was held in Boston, and any Canadian shoe manufacturer who visited both fairs, as quite a number did, knows that Canadian producers need make no apologies for the product of their factories.

Extra caution should be exercised in the matter of credits, keeping in mind that the ultimate result to be obtained is to secure payment for goods turned out. Too many concerns are inclined to measure their success by the volume of orders received, whereas the amount actually received for your product is the basis on which success or failure will be established.

Canadian firms, not only in the shoe trade, but in all lines should cater to export trade, and while the item of exchange is against them at present, the item of preferential duty is in their favor, and any export business would be one of the most important factors in adjusting the exchange conditions.

Wisdom of Furnishing Regular Lines for Export Trade.

In considering export business it would be wise to furnish, whenever possible, your regular lines. Too many firms, not only in the shoe trade, but in other lines as well, have made the mistake of manufacturing "special lines" for export, lines of goods which, in some cases, were entirely different from their regular product, and this has several bad effects. It is inclined to reduce the standard of your output, and very strenuous efforts are required on completion of the export work to bring your staff back to your regular standard, and there is also the question to be considered of possible rejections or returns, leaving on your hands a volume of goods which find no ready sale in your ordinary market.

Export—not import, (but the exporting of your regular lines of goods) should be the slogan of the shoe trade in Canada, and what is perhaps the most important point, either as regards goods for export or for home consumption, mark your product **"Made in Canada."**

Show Card Writing—Talk No. 2

This is the second of Footwear's Series of illustrated talks on modern show card writing. The author of these talks has had wide experience in show card work and we know our readers will take keen interest in the talks as they appear. Inquiries to our card-writing department will be welcomed and questions pertaining to show card work will be promptly answered. We suggest that these talks be preserved and filed together for future reference.

AFTER careful practice of the various strokes illustrated in our previous talk, we are now ready to begin lettering. For our first attempts we will begin on the Egyptian alphabet. Once these letters are properly mastered it will be difficult for the card writer to make any of the mistakes that at once mark the card as an amateur production.

While this alphabet is the plainest style of all and will prove a good guide for future letter formation, it will be readily seen that a card lettered only with these letters would have a decidedly heavy and clumsy appearance though it would be very legible.

As he commences to draw the letters with the brush, the beginner must remember that he is still learning one-stroke work, and practice is very necessary before the vertical and horizontal parts will be executed nicely with a single stroke. It will be noticed that the same strokes we were learning last month are used to execute the alphabet. Also notice that only three strokes are required for the letter "A," four for "B," two for "C," three for "D," four for "E," and so on. This makes for rapid work. In examining closely the alphabet illustrated it will be seen that the various strokes are indicated and should be made in that way. Get the habit of drawing the brush from left to right and from top to bottom. The brush is held between the thumb and the second finger, using as free an arm movement as possible in making each stroke. While the brush is held firmly avoid a rigid grip of the fingers, as this tends to make cramped and weak strokes.

Keep the brush well filled with color. After the brush has been dipped into the paint work it over a time or two on a glass or smooth card to get the desired chisel-shaped edge, before attempting to make a stroke. This is most important, as clean and rapid work can only be made when the brush is full of color and the brush is in shape to give a square edge start as well as firm even body to the strokes.

As the letters become familiar and a steadiness is felt in making the strokes, try making words. For instance, paint the words "Good Shoes," using this alphabet. Notice the spacing carefully that the letters are all evenly divided. The one exception to this rule is where the two O's come together in the word "Good." Here the two letters may almost touch and still look better than if the space were greater.

We are not illustrating the lower case letters of this "Egyptian alphabet," as they are very rarely used in rapid card work. In future talks we will take up the lower case letters of other alphabets which are more commonly used.

No "Buying Strike" in Stratford, Ont.

THERE has been no "Buying Strike" in Stratford, Ont., according to some of the most prominent shoe merchants in the city. The proprietor of one progressive store, at which "Footwear" called recently, stated that his business was ahead $10,000 for 1920, as compared with 1919, and that up to date 1921 trade had been very good. Another well-known local shoe merchant was $3,000 ahead for 1920, and his business for 1921 to date was better than last year. The business of course has been done on a less profitable basis since prices began to recede, but Stratford shoe merchants apparently have no cause to complain about the demand for their goods.

How "Dumping" was Checked

During the latter part of 1920 there was a considerable amount of "dumping" of Canadian shoes which threatened to drive many retailers into bankruptcy. The National Shoe Retailers' Association took the matter up with the manufacturers, with the result that the "dumping" has practically discontinued. Are you one of those who benefited? If so, are you supporting the association that has been looking after your interests? There is a big membership campaign now on, and your co-operation is needed.

How to Keep a Waiting Caller Interested

If a prospective customer calls and finds you out (outside, we mean of course) he will likely enough wander off somewhere else and find a competitor in—

and that's where you lose an order. Problem: How to keep the customer in your office till you return, and how to keep him in good temper during the interval. Here's a tip from Mr. Harry Lincoln, of the International Supply Co., Kitchener. When a caller arrives, if he does not find Mr. Harry Lincoln there to greet him, he is invited to take a seat, and close by that seat are two shelves on which are spread out, temptingly, for his perusal the leading footwear journals of North America, besides current magazines and daily papers. If the customer is a shoeman, first thing he knows he is deep in an article on conditions in the trade, and he's almost sorry to be interrupted when Mr. Lincoln returns. His thoughts are running along the right channel, and he's in a receptive mood for the suggestions of an expert salesman.

X-Ray Comes to the Shoeman's Aid

AN innovation in the shoe retailing field, which has aroused considerable interest, is the X-Ray Foot-O-Scope. This is a scientific X-Ray apparatus so arranged that a view is obtained of both of the feet in the shoes with the customer in a standing position. The Foot-O-Scope is intended solely for viewing purposes and not for making X-Ray pictures such as are made by physicians and X-Ray specialists. The device is so constructed that three persons can obtain a view at one time. Thus the salesman can point out any defects in the fit of the shoe to the customer and his or her friend, or to the child and its parent. The length and breadth of the shoes, with relation to the feet, bent, twisted or crowded bones, cramped or compressed soft parts, are shown up as by an X-Ray photograph. The floor space occupied by the apparatus is 42 x 48 inches.

Leather and Shoes Show Low Index Number

THE following table, published in the Labor Gazette, shows declines in the index numbers of wholesale prices of the more important commodities for the last six months of the year 1920. The base or 100 is the average wholesale prices for the ten years 1890-1899:

Commodities	1920 July	1920 Dec.	Decrease in 6 months
Grain and fodder	401.1	261.1	35.5%
Leather, hides and boots	292.2	223.8	23.4%
Cattle and beef	392.4	311.4	20.8%
Textiles	398.3	328.6	17.5%
Hogs and hogs' products	380.8	314.6	17.3%
Building materials	397.2	356.5	10.5%
Iron and steel	275.1	255.8	7.0%
And			Increase
Dairy products	299.6	340.00	13.8%

Timely Window Card Suggestions

ASPIRANTS to a favored place in Milady's Wardrobe — and did such dainty and delightful debutantes ever plead in vain?

In the Spring a Maiden's Fancy lightly turns to thoughts of

Fashionable Footwear

Introducing

Dame Fashion's latest representatives — as charming as they are new.

A Boudoir Luxury

These satin mules will be a delight to the eye and a comfort to the foot of any member of the fair sex.

Interior Cluff Shoe Store, 649 Hastings St. W., Vancouver. Mr. Fred Cluff in the foreground.

Up-to-the-Minute Vancouver Shoe Store Follows "No-Cut-Price-Sales" Policy

LOCATED in the heart of Vancouver, within a stone's throw of the post office, is that wonder of modern times, a retail shoe store which has not held a sale for two years; this despite the startling rise and fall of shoe prices. Mr. Fred Cluff whose pleasing personality has done so much towards building up the reputation of the Cluff Shoe Company, Limited, 649 Hastings Street West, keeps in close touch not only with his customers but with every angle of the shoe trade. It was due to his far-sighted policy that the store found itself with a well-filled stock room when the tremendous rise in shoe prices came and now after the slump, Mr. Cluff can point with pride to a record of achievement equalled by few and surpassed by none. Mr. Cluff first went into the retail shoe business in this city in the spring of 1916 at the above address. In the fall of 1917 he sold out his interest to P. T. Richardson of Calgary. Unable to keep away from his old location, Mr. Cluff re-purchased the business in February, 1919, and is running a first-class store, handling only standard "Registered Trade Mark" footwear.

When asked for his opinion of the sales which have been sweeping the country, Mr. Cluff said: "I have always believed that the public do not want slaughter sales. I abhor them myself." When the question of shoe prices was brought up, Mr. Cluff expressed the belief that prices are as low as they ever will be until labor costs are lowered; this he thinks will take place gradually, going down about 10 or 15 per cent. every six months until the bottom is reached. A large assortment of ladies' novelty footwear has been bought by Mr. Cluff, who feels confident that there will be a heavy demand for this type of shoe during the coming spring and summer.

In the Cluff store there are five salesmen on the floor and moving around in their midst can always be seen the upright form of the manager. The store itself has a depth of 131 feet from the sidewalk; the main floor being 20 by 90 feet with windows 11 feet deep. The balance of the store is taken up for a stock room with immediately above it the cashier's cage and a wrapping room. Last year Mr. Cluff spent more than $1,200.00 in effecting alterations to the front of the store which have greatly improved the appearance from the street. He has backed up his windows with plate glass so that passers-by can see straight through the store. Mahogany seats are placed down the centre with a capacity for forty persons; the left side being the men's department while the other is used for ladies. Children's shoes are not kept in stock. The store is illuminated by six 300 candle power nitrogen lamps; it is equipped with a basket carrying system with three carriers leading upstairs to the cashier, Miss Nellie Cluff. A feature deeply appreciated by the sales personnel is the absence of ladders as the entire stock can be reached from the floor.

Stratford Merchants Hold Get-Together Event

STRATFORD, Ont., is a live business town, and not the least active and progressive of its merchants are the men of the shoe retail trade. Stratford has one of the largest branches of the Retail Merchants' Association in the province, in proportion to its population, and the president of the branch is a shoeman, Mr. A. Knechtel, of Knechtel & Co. Practically all the other prominent shoe retailers in the city are also active members of the local organization.

Recently the Stratford merchants staged a big event in the form of a "get-together" banquet, which was attended by the whole Ontario executive of the Retail Merchants' Association, and also by Mr. E. M. Trowern, of Ottawa, the Dominion Secretary. The proper spirit of co-operation, in the larger sense, was evidenced, in that members of the other branches of industry were also present as invited guests. The mayor and other civic officials, the president of the

Chamber of Commerce, the president of the Agricultural Society, and the president of the Trades and Labor Council, also honored the festive board with their presence.

Mr. A. Knechtel presided over the gathering in a very happy manner, and there were a number of splendid speeches. Here are a few high-lights from the speakers' remarks.

"It is up to the retail merchants to push the Made-in-Canada idea, but the manufacturers should do their share as well. It is only by co-operation that the aim can be realized."—President Zieman.

"There will be retailers until the crack of doom! It is a big, respectable, necessary calling—then why not boost it?"....."Prices will never come down to pre-war levels, because during the war people earned high wages, had fine meals and clothes and will never go back to cheap stuff again."....."The whole motive of the Retail Merchants' Association is to make it easy for people to do right in business and hard to do wrong."—E. H. Trowern.

Getty & Scott Benefit Society Stage Splendid Ball

The twelfth annual ball of the Getty & Scott Benefit Society, held in the Armoury on Friday evening, was a very brilliant and successful event, outshining any similar affair previously undertaken by the Society. The Armoury was resplendent with bunting, flags, evergreens and cut flowers, and instead of the usual gloominess, there flashed colors, and lively music, and the building was filled with the happy sound of people enjoying themselves, as the dance went on—till early, and not so very early either, in the morning.

There was an attendance of about eight hundred, among them guests from outside points, including retailers and manufacturers from Toronto, Hamilton, Boston, Rochester, Cincinnati, Montreal, St. Catharines, Preston, Kitchener and Hespeler.

One of the diversions of the evening was fancy dancing delightfully executed by Miss Ella Menzies, a little lady of thirteen years old, who has but recently

come to Galt from Perth, Scotland. Miss Menzies made a hit with the crowd, who demonstrated their appreciation of all her numbers.

Another feature of the evening was the Rainbow waltz, during which the dancers circled and glided beneath the changing colors of the rainbow.

The Majestic eight-piece orchestra supplied the music, which was of the kind dancers like. The programme included the latest dance hits and every number was thoroughly enjoyed. At midnight, a delicious lunch was served.

The committee who had charge of the ball is to be heartily congratulated on the splendid success which it proved to be and they were being highly commended on every side for staging so enjoyable an event. The committee is composed of Messrs. J. Drew, T. Robb, J. Murray, P. Kay, R. Gilliland, E. Vrooman and J. Webber.

The officers of the Society this year are: Hon. presidents, F. S. Scott, M.P., and F. A. Scott; president, H. Sutton; vice-president, D. Petty; secretary, J. McCash; treasurer, H. F. Levandusky, and the committee.

A Successful Young Western Shoeman

MR. W. W. Kendall, who is one of the youngest men in Western Canada holding an important position in the boot and shoe trade, was born at Waterloo, Quebec, in 1894. In the year 1911 at the age of seventeen, he acted on the advice of Horace Greely and came West, and he since made rapid strides to the front rank.

On his arrival in Winnipeg, he made his first start in the business world with the Regal Shoe Store, remaining with this firm until the end of 1915 when the business was taken over by Kilgour's boot shop and made into an exclusive ladies' shoe store. Mr. Kendall transferred to the new firm which continued in

Mr. W. W. Kendall.

business at the same store, 289 Portage Ave., until October, 1920, when the Hartt Boot and Shoe Company, of Fredericton, N.B., bought the building and opened a high-class shoe store which made the second link in their chain of stores. Mr. Kendall was then appointed manager of the Winnipeg store, and in the few months during which he has had charge of it, has demonstrated his ability to successfully handle the business. One of the most noticeable features of his store is its spotless cleanliness and its dainty decorations, which make it a very pleasant place to visit.

Mr. Kendall has certainly accomplished a great deal in a short time. He is only twenty-six years of age, and nine years in business. He has also found time to give some attention to sport, his interests along that line being divided between baseball and hockey.

The Tools of the Shoe Repairer

A Good Kit of Tools Still Has Its Place in the Repair Shop—Their Use and Care

By Oliver M. Brooks*

IT would be hard to find a better barometer of the changes that have taken place in the shoemaking industry during the last few decades than the tools of the trade. Particularly are the signs plentiful among the benches and kits of the custom shoemakers and repairers of the day.

Before the great strides and wonderful improvements in modern mechanical methods of manufacturing shoes the local shoemakers, formerly indispensable factors of community life—designers, artists and footwear producers for their immediate surroundings—have largely passed—some to their reward and many others by common consent adapting themselves to the changing conditions and to the exclusive following of shoe repairing in place of their former art.

The Disappearance of Old-time Methods

Gone are the days of the tedious and laborious hand shoe building, with their hand closing, hand lasting, hand welting and sewing and slow hand finishing performed during long hours and with much night work, frequently underpaid and often with the assistance of cruelly overworked child labor. The passing of the days has been registered in the disappearance of their hand-made products both splendid, good, bad and indifferent.

Changed too are the tools of the trade even in those localities where some remnants of hand work are tenaciously clung to by little shops that grow no larger and gradually dwindle and vanish before the irresistible encroaching competition and products of the modernly equipped factory and up-to-date shoe repair plant.

Faithfully the change is recorded on the tool benches of the workers and in the equipments of the shops in which they now labor.

No longer is it possible to see commonly the long rows of hand collices and edge setting irons dangling by their little strap hangers in an orderly well kept row according to their sizes within reach of the seated hand finisher with his little heating stove.

Their place has been usurped by the set of Nashua rotary edge setting irons hanging each on its individual peg above the finishing machine that now does the finishing for the whole shop in less time than was ever dreamed possible.

Heel slickers and burnishers, too, are not the common sight that they were, their work being done now with the finishing wheel and roll and the machine finishing brush.

Other tools, beloved kit of the painstaking journeyman; faithful assistants in many a product of skill and pride, seem to have been cast into discard and oblivion, giving place to the meagre handful of tools too often seen on the bench of the modern operative.

As in many other changes that have taken place, the swing of the pendulum seems to have been rather from one extreme to the other. The average benchman's kit of to-day frequently contains too few good tools to be really efficient and capable of producing the finest results.

True, he does not need the elaborate lay-out of hand tools beloved by, and necessary to, his forebear in the industry. No need for hand edge irons, heel slickers, bottom burnishers, edge shaves, rhan files and other tools that sound almost like words in a foreign tongue, in the well-equipped machine shop where the operations, wrought formerly by hand, are now done in a tenth part of the time by mechanical methods.

One regrettable feature of the change that seems to have taken place is the apparent loss of pride in keeping fine tools in a workmanlike condition. Pride of kit—perhaps we may call it—once so pronounced in the trade seems more difficult to find now. It is not extinct and we are firmly convinced is due for some revival with the gradual readjusting conditions. The pity is that it is not more universally distributed among a greater proportion of our shops to-day.

Many tools not commonly found in repair shops could be used to great advantage and would help to produce more and better work, at the same time having the tendency to kindle anew the waning pride of the workmen in producing craftsmanlike results.

Good Tools Like Good Books

Good tools are something like good books, their chief charm and value lies in the ability of the owner to use and understand them to the limit, and to benefit materially from the contact. Abuse will most quickly kill their charm.

The knife is perhaps the most commonly abused member of the bench kit—one of the simplest, yet withal one of the most essential and difficult to master to the point of proficiency. The cordwainer was usually inordinately proud of his knives and of their cutting qualities, spending considerable effort in keeping them in good shape. Not that the knives were anything special—for better can be secured to-day—but men who take the same pride in sharpening them seem scarcer.

Care of the Shoe Knife

Nothing on the bench will respond to good handling and treatment so quickly as the ordinary shoe knife of good quality. Did you ever cut leather with a shoe knife that had been properly whetted on a water-moistened grindstone of the right texture. Labor becomes a delight and it is a "feel" that once experienced will never leave the hand.

Emery cloth pasted on a "bat" or the prepared emery sharpening sticks are the most commonly used means of putting an edge on shoe knives and probably are about as good as any quick practical means yet discovered. If using emery sticks try keeping two in use at one time rubbing them together occasionally

*United Shoe Machinery Co.

to keep them in good cutting order and shape. We have seen good results obtained by using a loose strap similar to a razor strop on which very fine emery powder is occasionally dusted on a light coat of oil. But if you are feeling like getting a good cutting treat secure a suitable sized grindstone—not a grinding wheel—from your shoe machinery manufacturers and enjoy the cutting experience of your life.

When tempted to touch up a refractory knife on the sand rolls of the finishing shaft be careful not to heat and draw the temper of the blade for dozens of good knives are ruined in this way.

Use of Impression Wheels

Every good working bench kit should include a set of impression wheels for the purpose of ornamentation on the finished work. It adds immeasurably to the appearance. There is the hand fudge wheel for indenting and ornamenting the upper edge of the sole or welt portion of the shoe; the hand impression wheel for making fancy lines and designs across the foreparts and in the waist of the shoe. Then the hand guard impression wheel which is similar but has a guard to gauge the impression around the sole, usually over the channel portion, at a given distance from the edge. The heel breast wheel which is offset to one side of the handle in such a way as to allow making an impression close up to the heel breast on the shank; and the heel seat bead or box wheel with

A Big Event Coming

Monday, March 21, will be a big day in the history of the shoe repair trade in Toronto. The jobbers and findings houses are tendering the repair men a big entertainment in the form of a euchre and dance. Already a dozen of the most prominent concerns have taken the matter up enthusiastically, and there is no doubt regarding the response the shoe repairers will make to their invitation. While the Toronto Shoe Repairers' Association, as the organized body, is handling the matter on behalf of the jobbers, the affair is not to be in any way confined to association members. It is a treat for the whole shoe repair trade in Toronto, and every man is wanted to come and bring his lady friends. There will be the best music obtainable for those who dance, and those who don't will enjoy taking part in a big euchre drive. Besides there will be some of the city's best-known entertainers, and first-class refreshments for everybody. This will be the biggest thing of the kind the repair men of Toronto have ever had the opportunity of taking part in. All are invited. Canadian Foresters Hall, 22 College St., Monday, March 21. Come!

slide, as it is sometimes called, for making that neat finish and bead around the heel at the seat portion without which no low heel shoe is complete.

The heel seat bead would of course have less use in an up-to-date shop fitted with rotary heel seat beading wheel extension on the finishing shaft.

Then that little old-fashioned fellow the bird's-eye stamp has a good place in the modern shop. He is the ideal camouflage maker on a small scale, and will convert that unsightly nail hole, so hard to conceal where the locating nail has been withdrawn from the finished sole, into a neat little bird's-eye pattern consisting of an indented ring with a tiny point hole for the centre. No! It is not out of date or obsolete for some of the finest custom grade factory made shoes of to-day have one or two of these little bird's-eye impressions on the sole to give them tone.

Stitch Pick and Stitch Prick

The stitch pick is not as well known as it deserves to be, particularly where a stitching machine is used. It consists of a sharp pointed oval bladed tool made somewhat along the lines of a small screw-driver, its purpose being to assist in picking out refractory stitches that have got into the wrong place or for other reasons have to be removed. Here is a little tip. If picking out newly set wax stitches just try steaming them a little and using a stitch pick slightly warmed.

Often confused with the stitch pick is the stitch prick which is a similar sounding but totally different tool. This little tool has a short blade with a wide chisel shaped point offset to one side for pricking up or setting up the welt stitches individually by hand. It is a tool of the old school but a good one and being very inexpensive might well be included in every kit.

A Much Abused Servant

Then the screw-drivers. Is there anything around the ordinary shoe repair shop that is more abused? There has been some argument as to whether the screw-driver was invented to put screws in or only to take them out. But certainly they were never invented for prying off soles and heels and driving between lifts with a hammer.

More expensive machine screws are chewed up each year by poor screw-drivers carelessly used than are spoiled by all other abuses. Certainly every kit should include its set of screw-drivers, but use them for their legitimate purpose and do not disgrace good tools by having a split handled, loose farrelled, bandy-legged apology for a screw-driver among them.

Heel removing tools, being a short stout blade of screw-driver-like construction, fitted with a shoulder to prevent driving into the haft and a leather-topped handle for hammering, are designed especially for removing worn soles and top lifts and are hard to beat for that purpose. Certainly no benchman's kit is complete without one.

Tack Pullers

Other great assistants are the family of tack pullers. There is the pointed drive tack-puller made with a shouldered blade inserted into a leather-topped handle like the heel-removing tool for use with a hammer. The claw of this tool is shaped like the claw in a carpenter's claw-hammer that will grip a headless nail or tack by the sides and draw it out. Just splendid for those shank nails on welt work or for removing the headless ones that have got out of reach of the pincers.

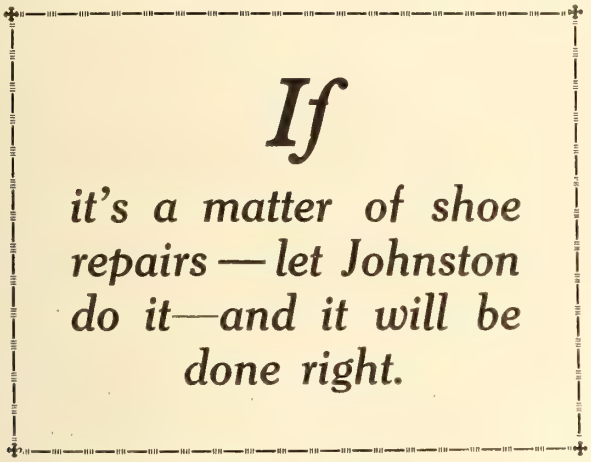
Then there are the tooth edge tack-pullers sold under various titles to the shoe factories. They consist of a stout knife-shaped blade in a sturdy handle with teeth like a saw on one side for catching the tack heads. These are very fast for pulling loose tacks and nails and very handy for sliding under rubber heels that have to be removed without tearing out the washers.

Hammers! Such a common-place tool surely would be appreciated and understood by everyone. But are they? Certainly they are most essential and

seeing how much time the average shoe repairer spends in using one you would think he would be pretty critical of its merits or deficiencies.

By all means choose a hammer of the type and weight that you enjoy most. Yes! "Enjoy" is the right word for there is real enjoyment for any good workman in feeling the hang of a well-balanced tool that has to be used constantly.

There are the smooth-faced hammers that come in a variety of weights and styles. There should at least be one for the smaller nailing and a larger one for the



A Window Card Suggestion

heavier work. A good scheme is to have a corrugated, or thimble-faced, hammer of a weight between the two. What's that? Never tried one? Why they are the last word for quickly handling those slippery polished nails such as hungarian and hob nails and small headless nails. They give such a grip on the nail, do away with the nails flying all over the shop and give a speed and control in this work difficult to obtain with a hammer of any other make.

If preferred it is possible to get a double-faced hammer with one face corrugated and the other smooth, and they are a companionable tool to have around on a busy day.

Then there are the wood heel hammers, made with one small face about as large as a dime on a long neck for reaching inside the shoe and a large flat face for patting down and levelling out work requiring smoothing, such as turned shoes and light sewn work. A wood heel hammer is a good investment.

Speaking of nailing heels from the inside—tedious temper trying job, is it not?—there is a wood heel nailing device that simplifies this work a whole lot. Consists of a tube down which runs a steel plunger or driver. A loading tube is attached to the side down which the nail is dropped, passing into the main tube when the plunger is raised, a sharp downward motion driving the nail clean home in any position or direction desired. A whole lot better idea than mussing up the finger tips with the hammer trying to get a nail in an inaccessible heel interior.

Did you ever meet the man who buys good tools —the very best—and then abuses them? It does seem a shame to see good tools thoughtlessly spoiled, cutters strained, knives snapped and rusted, pincers with the jaws broken, hammers with bruised faces and broken handles and bent screw-drivers.

Buying the best possible tool available is the right policy. Use them to the limit, but do not abuse faithful servants.

In contrast to this is the man who will nurse a pet tool with an excess of zeal and care. Surely we can understand anyone becoming attached to good tools, for we love them ourselves, but there is such a thing as an excess of care.

Just to illustrate. We know one old follower of St. Crispin who is a shoemaker of the kind that does the heart good to see. He likes his work and loves his tools although he would stoutly scout the idea of admitting it. One of his pet pieces of kit is a hammer that he has used practically all his life, the handle of which he claims has seen nearly thirty years' service. It is of hard straight-grained hickory and has worn nearly through where his thumb and index finger rub on the handle in working. At last it got so thin that it split and was carefully bound up with waxed thread. For years he has been nursing that handle—using it carefully—too carefully, unconsciously slowing up his work just a trifle in an excessive fondness for an old tool.

We cannot help wondering as we watch here sometimes just how much time that hammer handle has caused to be wasted, how many dollars remain unearned because of its continued use. A very simple calculation soon makes a showing that is startling. Just an instance when genuine fondness and care of a good tool has been carried to an excess that is beyond a doubt unprofitable. Much better to have sacrificed sentiment on the altar of practicability and made efficiency in the form of a new handle the first consideration.

Give Your Tools a Chance to Rest

Tools are appreciative of care and quickly respond to the right treatment. They are inanimate we know, but men looked upon as authorities have stated that edged tools can tire and are sometimes better for a rest. Whether the difference be in the tool or in the operator may be open to dispute but nevertheless when a favorite knife seems to be in a cantankerous mood, just try laying it entirely aside for a few days or weeks and you will be surprised at the seeming difference when you go to use it again.

At a recent meeting of the Toronto Shoe Repairers' Association, a resolution was moved that every alternate meeting be in the form of a social gathering. It is intended to bring out the talent among the members, of which there is no lack, along musical and other lines of entertainment, and to make the meetings of a really live and enjoyable character. In this way it is hoped to promote the spirit of good fellowship and to stimulate the interest of the trade in all association activities.

Do not grind knives or other edge tools upon a dry high-speed stone without having a receptacle of water handy to dip them in frequently during the operation to prevent drawing the temper. Tool steel and particularly knife steel is very susceptible temperamentally to heat. Avoid any signs of discoloration or blueing when grinding if you wish to avoid a softened and spoiled tool.

Where Oil Helps

A few drops of fine non-gumming oil helps wonderfully to keep tools in good shape and working humor. Not a heavy machine oil, but a fine grade

light oil such as is nationally advertised for guns and small mechanisms requiring a lubricant and rust preventive.

Try tacking a small square of soft felt in a convenient location on the bench or jack and keeping just a few drops of oil such as we have mentioned on the felt. When the knife seems to drag just draw it across the felt on each side. It is well worth the trouble.

Pincers, pliers and nippers all work a great deal easier and smoother for a spot of oil on the joint, while even wooden tool handles have a much more companionable feel for an occasional wipe with an oily rag. Not the heavy machine oil or oily waste—that is sticky, but just a few drops of good, light, non-clogging oil to produce that friendly feeling we speak of.

A man shall be known by the company he keeps, and most shoe repair men spend a good deal of time in company with their tools.

Hamilton and Brantford Repair Men Hold Enjoyable Get-Together Evening

ON the evening of Feb. 16, the Hamilton Shoemakers' & Repairers' Association held a very pleasant social evening, in which they were joined by the members of the Brantford Association.

The affair took the form of a euchre and entertainment, interspersed, of course, with refreshments. There

President T. Grayson of the Hamilton Association.

were nineteen members of the Brantford Association in attendance, and the entire assemblage numbered over sixty-two.

After the proceedings had been opened up by a lively pianoforte solo by Mr. Jimmy Jarvis, a progressive euche drive was arranged, ten minutes being allowed for each game, and the scores counted at 9:30. The first prize was won by Mr. S. Hall, of Brantford, while Mr. Laurie, of Hamilton, was awarded the booby prize. Before the prize-winners were announced, however, stacks of sandwiches, cake and biscuits appeared on the horizon, with ice cream and coffee in the offing, and when these had again gradually disappeared, an interesting programme was proceeded with. Besides the addresses, there was a piano solo by Mr. J. Jarvis, a song by Mr. R. Vine, a song by Mr. Grayson, a recitation by Mr. Baker, a recitation by Mr. Wilton and a song by Mr. Wilman.

Mr. Grayson made a brief speech welcoming the brethren from Brantford, and went on to emphasize the necessity of the craftsmen in this trade sticking closely together. He pointed out what had already been accomplished, and recalled the time when the shoemaker was looked upon as belonging to a low rank of society. He also strongly advocated the maintenance of the existing level of prices, as, even at that, he felt that the shoe repairers were not as well remunerated for their work as were the members of other trades.

Mr. Pettit, president of the Brantford Association, speaking in reply, supported the sentiments expressed by Mr. J. Jarvis, a song by Mr. R. Vine ,a song by Mr. their meeting together, as on this occasion, was in itself an evidence of the progress the trade had made—not many years ago, one shoemaker would hardly look another in the face. Mr. Pettit thanked the Hamilton Association of the pleasant evening spent and, upon concluding his remarks, presented Mr. Grayson, for the use of the Hamilton Association, with a gavel, as a momento of the visit of the Brantford men.

Mr. Revell also spoke very entertainingly, telling some amusing stories, and, finally, urging upon the members the necessity of maintaining present prices.

New Model Stitcher on the Market

THE Universal Shoe Machinery of Canada, Limited, 128 Queen Street, Montreal, have put on the market a new model curved needle and all outsole stitching machine. The manufacturers claim many and distinctive features for this machine. It is made exclusively in Canada by men who have had experience in this particular line in England, the United States and in Canada. The machine has a well-defined outline and is painted a special grey with the lettering in gilt. The pedestal is compact and sturdy and has a very neat appearance. The column is free from hanging pipes and other apparatus, and is also goose necked, in order to throw the weight of the head of the machine on a direct central line to the pedestal instead of to the front. This placing of the head back to a central line with the pedestal enables the operator to sew with ease and comfort, as it affords more room in which to turn the toe of the boot. The treadle is on a central line with the front of the machine, which insures easy access to it. The clutch operates in such a way that there is no friction on the bearings or end thrust on the shaft, and the machine is guaranteed to operate with a half horse power motor. By means of a new feature the head may be raised or lowered to suit the height and convenience of the operator. Machines were formerly made at an average height, but this new machine meets the requirements of men of every stature, and it is no longer necessary for a short man to construct a platform in front of his machine.

Other features are a wax pot of aluminum; the tool shelf has an oil groove around the edge; the machine is electrically heated; the cam shaft has a woodlined hand wheel on the left side; the presser-foot of the machine will automatically remain up while removing or placing a shoe on the work table, will lower itself to the work when the machine starts, and lock itself there without further attention, thus giving the operator freedom of both hands to place the shoe

on the work table. The work table may be provided with a metal guard to hold the upper from the path of the awl, or with a lip extending downwards on the table, as desired by the operator. The "Baltimore" attachment which is provided for the predetermined regulation of the distance that the sticher will be from the edge of the welt is well constructed and easy to operate, besides being positive.

At the right side, in easy access to the operator, is the stitch regulating handle. By the placing of this lever at a desired position the operator may obtain any length of stich from three to sixteen stitches to the inch; the machine uses the same needle and awl as the "Goodyear." It automatically regulates the amount of thread required for each stitch by means of the height of the presser foot from the table and the aid of the fourth cam.

The Universal is a four cam machine. (A cam is the large round semi-steel wheel with the groove in it for developing certain motion to a lever). It also has a positive thread lock. Only a four cam machine can develop a positive thread measurement and thread lock. Every working part of the machine is properly heat-treated and ground and all levers are extra strong and well made. The Universal company give free instructions on their machine and claim to give service for an unlimited time and also give a liberal guarantee on the machine. Spare parts will be carried by agents in all localities and the machine will be sold outright for net cash or in part payments.

FOOTWEAR FINDINGS

Happenings in the Shoe and Leather Trade

J. L. R. Gorman, shoe dealer, Belleville, Ont., has assigned to R. W. Adams.

The death occurred recently of Nap. Rousseau, of the firm of T. Rosseau & Fils, shoe merchants, Montreal.

The Gosselin Shoe Co., Ltd., Quebec City, is in liquidation.

Walter Davis, shoe merchant, Ottawa, is opening a branch store on Bank St.

A. Kaham has become sole owner of the New York Sample Store, Ottawa.

Harold J. Johnson, shoe retailer, Toronto, has assigned to Rutherford Williamson.

The Fit-Rite Shoe Store, 127 Queen St., W., and 2998 Dundas St., W., Toronto, have recently been registered.

The Canadian Stitchdown Co., shoe manufacturers, has been registered by Jean Royer, Denis Piette and Jas. Tabrett, Montreal.

Footwear Findings of Canada, Ltd., Cowansville, Ont., recently obtained a charter.

J. F. Lacroix, shoe dealer, Hull, Que., has had his stock damaged through smoke and water.

The Bleury Shoe Market, Montreal, has been registered by Isaac Schwartz.

Geo. A. Devarennes, shoe dealer, Quebec, has offered to compromise with his creditors.

Francis Girard, shoe merchant, Tecumseh, Ont., has passed away recently.

Maxwell Burn & Co., Ltd., Toronto, wholesale leather and shoe findings, have discontinued business.

The B. & M. Shoe & Slipper Co., Ltd., Toronto, have obtained a charter.

B. Silverman, shoe merchant, Montreal, has compromised at 25c on the dollar.

Frank E. La Brash, shoe repairer, Cobourg, Ont., passed away recently.

Warren T. Fegan has recently returned to Toronto from Atlantic City with his wife and daughter where he spent a short holiday, soaking up the salt air on the big beach.

Major John Harris, manager of the Nugget Polish Co., Ltd., has been elected president of the Canadian Association of British Manufacturers.

Mr. G. Cook, retail shoe merchant, Sterling, Ont., has sold his business to Captain V. H. Richardson, who took possession March 1st. Mr. Cook intends to locate in Northern Ontario.

Jno. Lennox & Co., Ltd., have taken the agency for Granby rubbers for the Province of Ontario.

Mr. L. E. Robin, of Robin Bros., last manufacturers, Montreal, is leaving shortly for Florida. Mr. Robin expects to be away a month.

The plant of Armand Bastien at Loretteville, Que., was recently burned out, but the firm has since established itself in its old factory, and production is continuing as usual.

Among shoemen recently visiting Toronto, were A. A. Hahn, of Stratford, Ont., and Mr. Catsman, of St. Catharines, Ont.

W. J. Detweiler, of Sault Ste. Marie, Ont., was in Toronto recently looking over the markets.

Armand Bastien, of Loretteville, Que., paid a visit to Toronto last week.

T. D. Kinsella, representing Geo. Boulter, of Toronto, is now on his northern trip.

W. H. Duffield, of the John McPherson Co., Hamilton, has been in Toronto, sizing up conditions.

R. J. Hannah (familiarly known as "Bob") has recently joined the sales' staff of Geo. Boulter, Toronto.

Geo. E. Fortain, of Montreal, who formerly represented the Hartt Shoe Co., and the Dominion Rubber System, is now taking care of the interests of Geo. Boulter, of Toronto, in the former city. The Boulter firm is extending its operations in Montreal and the Eastern Townships, where it has the agency for the John McPherson Co., and also for the Maltese Cross goods.

The many friends of C. S. Corson, of the Corson Shoe Mfg. Co., will be glad to learn that the operation which he recently underwent on his nose and throat has been completely successful. Mr. Corson states that his health is much improved as a result.

Among Western visitors who have recently been in Toronto are Mr. Purvis, of the Hudson Bay Co., and Messrs. Coulters and Tapp, of Coulters & Johnston, Port Arthur.

The B. & M. Shoe & Slipper Co., Ltd., Toronto, has been incorporated, with a capital stock of $40,000.

John Way, one of the oldest citizens of Stratford, Ont., and a member of the shoe trade nearly all his life, has passed away recently at the age of 75 years. The late Mr. Way was born in Stratford, and over fifty years ago started up in the shoe business in a small way. Since then he has been in

business in several different stands, but had stuck with the shoe game up till the time of his retirement.

The Star Shoe Co., Ltd., Montreal, has gone into voluntary liquidation. The liabilities are stated to be over $300,000.

W. R. Chester, of Owen Sound, Ont., has taken over the shoe store formerly operated by E. T. Macdonald & Co. The new firm will be known as Chester and Smith, Mr. Alfred H. Smith having an interest in the concern. The firm will continue to occupy the present premises, the old Peel store, which is stated to be one of the best shoe locations in the city.

A fire occurred in the general store of Mike Sheyck, Owen Sound, Ont., recently. The stock of shoes received some damage.

The Brockton Shoe Co., Ltd., St. Catherine St. W., Montreal, advertise a "going out of business" sales owing to the expiration of their lease.

W. C. Goetz, 132 Wyndham St., Guelph, Ont., has been running a "retiring" sale.

The Liberty Tire & Rubber Co., Montreal, has taken out Letters Patent of incorporation, with an authorized capital stock of $500,000.

W. E. Woefle, of the Woefle Shoe Company, has been elected president of the Kitchener and Waterloo Manufacturers' Association.

Two shoe stores in Winnipeg recently suffered damage by fire—one operated by the Consolidated Distributors, Ltd., at 524 Main St., and the other the retail branch of Shapack & Wolfe, wholesalers.

J. D. McArthur, of Guelph, Ont., has enlarged his store by the purchase of adjoining premises.

Members of the shoe and leather industry will be interested to learn of the marriage of Mr. Geo. Wm. Lang, of the Lang Tanning Co., Kitchener. Mr. Lang's bride is Miss Miriam Geraghty, of New York, and the wedding took place in the Church of Our Lady of Hope in that city.

Notes From the Maritimes

From our Maritime Correspondent.

H. R. Hamilton, of the Gutta Percha & Rubber, Ltd., Toronto, was in St. John recently interviewing Waterbury & Rising, Ltd., Maritime representatives for Maltese Cross Rubbers.

Chas. C. Haining, of Fredericton, N.B., who about a year ago purchased the McManus & Co. shoe business in that city, reports business very successful. Mr. Haining was a recent visitor in St. John.

Chas. H. Morrell, of Waterbury & Rising's Main Street staff, St. John, N.B., recently joined the ranks of the benedicts. His fellow-employees presented him with an electric reading lamp as a token of their good wishes for his future happiness.

J. N. Scott was in St. John, N.B., recently showing Smardon shoes for fall and immediate deliveries.

Mr. Harry McKellar, the "big" man in the felt business, was down in the Maritime provinces recently, calling on the trade in the interests of Rompel felts.

Friends of Hector D. Ferguson, of Sydney, who represents Waterbury and Rising, Ltd., in Cape Breton, will be glad to hear that he is now recovered from a severe attack of asthma.

Waterbury & Rising, Ltd., had a representative of the Scholl Mfg. Co., Mr. Hamilton, give a demonstration in their stores during the week of Feb. 7 to 12. They report successful results from his visit. While in St. John Mr. Hamilton was the guest of the Rotary Club at their Monday luncheon and addressed them on "The Care of the Feet." He also lectured during the evening at the Y.W.C.A. and the Y.M.C.A.

During the month, Mr. H. W. Rising, of Waterbury & Rising, Ltd., St. John, N.B., attended an executive meeting of the National Shoe Retailers' Association, held in Toronto. Mr. Rising is vice-president for the Maritime provinces.

P. L. Higgins, of Moncton, N.B., has recently returned from a visit to Upper Canadian markets.

Maritime Shoe Men Elect Officers

At the annual meeting of the Maritime Shoe Wholesalers' Association, held on Wednesday, Feb. 23, at the Union Club, St. John, N.B., there was a representative attendance of the prominent wholesalers in the Maritime provinces and considerable important business was transacted, including the election of officers. The reports of the retiring officers showed that the year had been a fairly successful one for the association, although during the latter part of the year there had been a slump in the shoe trade, as had been experienced in all industries.

Mr. S. C. Mitchell, divisonal manager of Ames-Holden-McCready, Ltd., with headquarters in St. John, was elected president of the association. The other officers for the year are: vice-president, C. S. Sutherland, of the Amherst Boot & Shoe Co.; secretary-treasurer, Harold W. Rising, St. John; vice-president for Prince Edward Island, P. L. Turner; vice-president for Nova Scotia, J. H. Codner, Halifax; vice-president for New Brunswick, P. L. Higgins, Moncton.

The past-president, Mr. R. D. Taylor, of Halifax, was unable to be present, but among those in attendance were: H. H. Crosby, of Yarmouth; Mr. Coates, of Amherst; R. T. Hayes, E. L. Rising, E. J. Fleetwood, T. F. Davis, and O. J. Killam, of St. John.

W. R. Stewart, who has been manager of the Dominion Rubber Systems (Maritime), Ltd., has resigned and his place has been filled by the appointment of T. F. Davies, who for the last five years has been conducting the Halifax branch of the company. F. L. Hunter has been sent from the St. John branch to assume the duties of Mr. Davies in Halifax. Mr. Davies, previous to going to Halifax, was on the travelling staff of the St. John Branch, his home having been in the latter city, so that in assuming the managership of Dominion Rubber Systems (Maritime), Ltd., with headquarters in St. John, he is but returning to his home town. The trade wishes Mr. Davies every success in his new and wider sphere.

Strong, well-established lines of children's turns and McKays open as "side-line" and commission basis for Manitoba and Eastern Saskatchewan branch lines. This line also open for Maritime Provinces. Applications must give experience and name lines being carried at present time. Apply Box 496, Footwear-in-Canada, Toronto. 3

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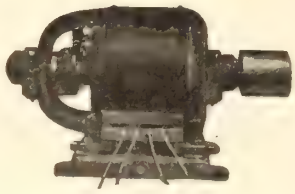

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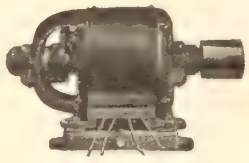

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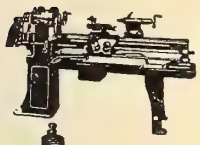

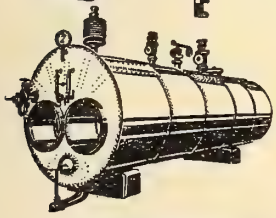

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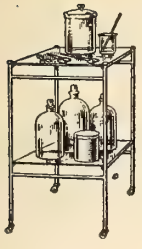

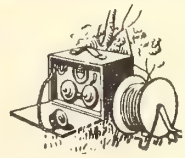

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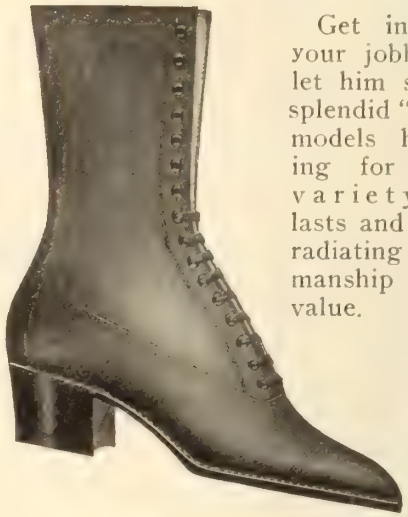
MAKERS OF THE "PETERBORO" SHOE

"La Duchesse" McKays for Women Turn Slippers for Men



Get in touch with your jobber early and let him show you the splendid "La Duchesse" models he has waiting for you. In a variety of leathers, lasts and patterns, and radiating good workmanship and unusual value.

Jobbers only

"La Duchesse" Shoe Co.

Registered

MONTREAL

Infoot Brand—British Make

SK 858
SILK (PLAIN)
Pink, White or Blue
SOFT SOLES
$10.90 Per. Doz.

INFANTS' FOOTWEAR, Limited

LONDON, ENGLAND

Greene-Swift Building, LONDON, CANADA

For Better Lines of

WHITE CANVAS SHOES, FELT SHOES and SLIPPERS, GAITERS and LEGGINGS, RUBBERS, Etc.,

Our Service Has Stood the Test.

WE SOLICIT A TRIAL ORDER

La Maison Girouard Limitee

(E. T. Shoe Co.) ST. HYACINTHE, QUE.

USMC

CUTTING DIES

ARE GUARANTEED DIES
MADE IN CANADA

We manufacture Cutting Dies for every purpose

Shoe Trade
Rubber Trade
Harness Trade
Glove Trade
Envelope Trade
Stationery Trade

Why Pay a High Rate of Duty and Exchange?

COPY OF OUR LATEST CATALOGUE, JUST OFF THE PRESS, SENT ON REQUEST.

United Shoe Machinery Co. of Canada, Limited
Montreal

Toronto Kitchener Quebec

Indian Moccasins, Chrome Moccasins, Shoe Packs, Fancy Indian Slippers, Showshoes

We are the Exclusive Agents for

ARMAND BASTIEN, BASTIEN BROS., Indian Lorette, P.Q.

The Home of the Indian Tanned Goods

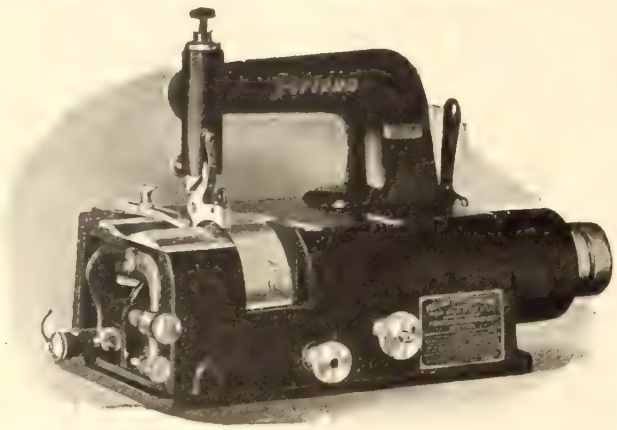
ROSS & SHAW

Successors to Chas. F. Ross

32 Front St. W. - Toronto *Tel. Adel. 4147*

Fortuna

Skiving Machine



For Manufacturers who Skive Leather, Felt, Cork, Rubber or Paper

Used extensively by Manufacturers of
SHOES, BOX TOES, TRIMMINGS, INSOLES, ANKLE SUPPORTERS, WELTING, ARCH SUPPORTERS

Sole Agents for Canada

Fortuna Machine Co.

127 Duane Street - NEW YORK

Founded 1882

The **Commercial**

Dry Goods, Footwear, Hardware, Grocery & General Merchants Review

An Established Business Paper that reaches the great western provinces of Canada.

Goes to the small general store in the prairie village and to the large Dry Goods, Footwear and Hardware Stores throughout the large western cities.

Sample copy and information on request.

Hugh C. MacLean Co., Ltd.

910 Electric Railway Chambers
Winnipeg, Man.

Shoe Manufacturers' Supplies

We shall be pleased to quote prices and give any information desired on any of the following: Steel Dies, Shoe Stamps, Shoe Lining Markers, Stencils, Marking Inks and Supplies, Numbering Machines, and Rubber and Brass Stamps for all purposes.

Write us today

MONTREAL STENCIL WORKS, LIMITED

ESTABLISHED 1875 **221-223 McGill St. Montreal** Tel. Main 1434 & 6616

The Globe Pillow Welt

For fit, style, comfort and quality, there is nothing like our Globe Pillow Welt Shoe. It is made on a nature last, which gives to the foot all the room needed and still is of the very best style. The Pillow Insole insures a comfort enjoyed only in a shoe made under the Pillow Welt process. The best leather that money can buy, used under the best welting process known, makes the quality unequalled.

Our Baby Walk shoes are made on the same process, but the Out Sole is soft and flexible, such as required for a Baby's foot. The Quality and Style are of the Globe Pillow Welt Standard.

Globe Shoe
Limited
Factory TERREBONNE, QUE.

Selling Agents

L. H. PACKARD & CO., LIMITED
MONTREAL, P.Q.

THE WAY
the Child's Foot is growing
IN A
GLOBE PILLOW WELT SHOE

THE RESULT OF 30 YEARS EXPERIENCE

THE GENUINE

VULCO UNIT BOX TOE

Apparatus, Process and Products Patented

If Vulco Unit Box Toes will make possible better shoes—if their use will give greater value to the shoe itself—give greater comfort and service to the wearer—increase sales—if they will do these things, and we have ample proof that they do—is there any reason why YOU should not be using them, too?

SOLD ONLY BY

BECKWITH BOX TOE LIMITED
SHERBROOKE, QUEBEC

All Canvas and Felt and Canvas Combination Innersoling

FOR McKAYS

The stitches sink completely below the surface in this material and there are no uncomfortable, humpy places. It's the ideal innersole for McKay work at a low cost.

Every inch is usable—practically no waste in cutting. Let us send samples for proof

THE LANDERS BROS. CO.
TOLEDO, OHIO

KELLEY KID

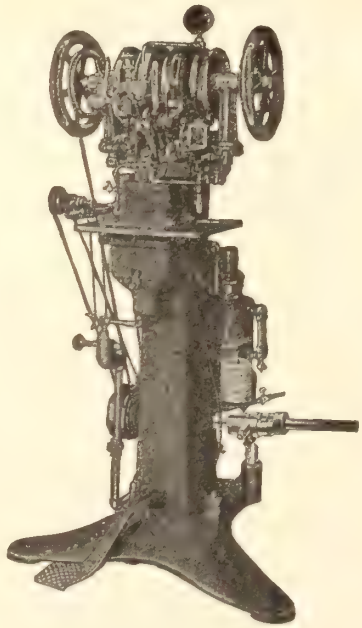
LEADS THEM ALL
in Uniformity,
Fine Texture, Wearing Qualities and Finish

In our West Lynn Factory during 310 working days, the average daily output has been 800 dozen finished skins, or an equivalent of 9,600 skins per day. This represents 60,000 feet of leather turned out each day, or 18,600,000 square feet of leather in one year. This amount provides over 6,200,000 people once a year with one pair of shoes—a large army!

Sold in All Foreign Countries

Thomas A. Kelley & Co.
Tannery and Main Office, LYNN, MASS.
Selling Agents:
ROUSMANIERE, WILLIAMS & CO.
87-93 Lincoln St., BOSTON, MASS.

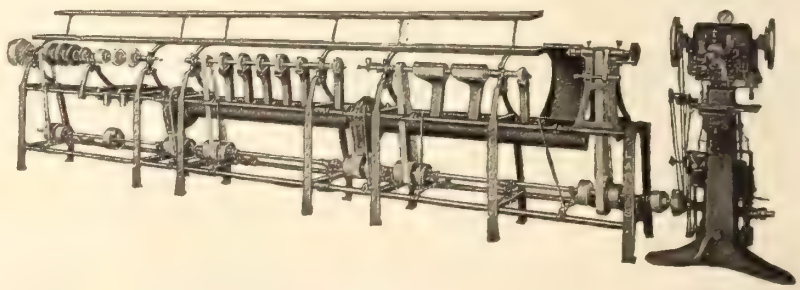
Landis Outfits are Money-Makers



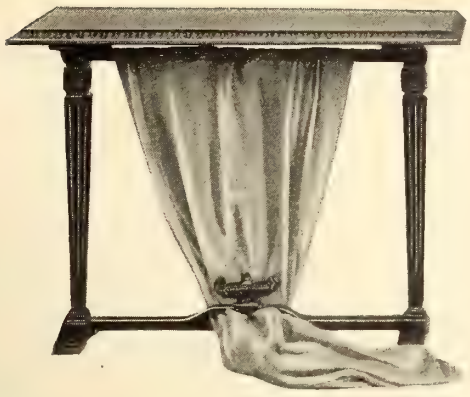
Landis No. 12 Shoe Stitcher.
Sold outright—No royalty.

Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms are easy.

We have many models of stitchers and finishers. Write for complete catalogue with prices and terms.



Landis Machine Co., 1515 N. 25th St., St. Louis, U.S.A.



THE effectiveness of your window display may be greatly increased by the use of attractive display fixtures.

It is not possible to excel in appearance or workmanship the fixtures which are designed and made in our workshops.

Our catalog contains a variety of designs from which to make your choice. May we mail you one?

Decorative Fixture Company
1600 South Jefferson Street,
CHICAGO, ILL.

Nufashond
TRADE MARK REG. U.S. PAT. OFF.
THE FABRIC TIP—
IT CAN'T COME OFF

The Nufashond Fabric Tip is part of the lacer itself—not something put on after the lacer is made.

The Nufashond Fabric Tip cannot come off—won't wear shiny—cannot work into rough edges as metal tips do.

Nufashond lacers add much to the appearance and value of the shoe.

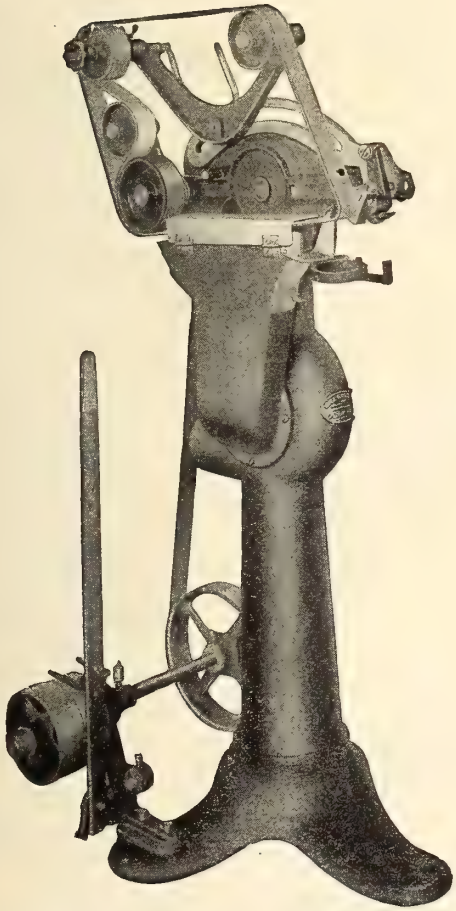
Nufashond Fabric Tipped lacers are made flat and tubular, in all colors and in sizes to fit all shoes.

Display cases and selling helps furnished.

There is profit in Nufashond lacers for you.

Ask your jobber for samples and prices.

NUFASHOND
READING PA.



SAVES ABRASIVE MATERIAL

There is only one Breast scouring machine that is economical with abrasive, and that is the

Universal Heel Breast Scourer

This machine gives a smooth, even breast and clean cut line to any vertically shaped heel.

The Abrasive Belt is exclusive with the "Universal."

THE
LOUIS G. FREEMAN CO.
CINCINNATI, OHIO

INTERNATIONAL SUPPLY CO., Kitchener, Ont.—Montreal, Que.
O. J. LOCKE CO., New York
MARKEM MACHINE CO., Boston Mass.
MFRS. SUPPLIES CO., St. Louis, Mo.—Milwaukee, Wis.
ERNST ENNA, Copenhagen
SCHUSTER, EHRLICH y CIA, Buenos Aires, Argentine Rep., S. A.

THE ROBSON LEATHER CO. LIMITED
HIGH GRADE SIDE LEATHER
OSHAWA RLCo CANADA

TANNERS AND CURRIERS

Tan Chrome Sides
Mahogany Chrome Sides
Royal Purple Chrome Sides
Elks, various colors
White Buck
Chrome Patent Sides
Dull Chrome Sides
Bright Boarded Sides
Retan Storm Leather
Chrome Tongue Splits

The Robson Leather Co. Limited

MONTREAL OSHAWA QUEBEC

At the New Prices

Are you waiting for business to "come back" or are you going out after it?

If you have the right kind of goods and can mark them at the right price you can do the latter. You'll find it much easier than you expected.

Get in touch with us immediately.

HYDRO CITY SHOE MFRS.

KITCHENER Limited ONTARIO

The Best and Most Durable Shoe Laces Are Made With Our

Power Shoe Lace Tipping Machines

Textile and Special Machinery
Harris-Corliss Steam Engines

Send for Catalogue

The Franklin Machine Company
Engineers Founders Machinists
189 Charles Street, Providence, R.I.

The Greatest Dancers of the Day insist on wearing Arthur Franks' Ballet Shoes. No other shoes afford the same amount of comfort and support.

BALLET SHOES

by Arthur Franks are supplied to Mesdames Pavlova, Kaisavina and Vera Karalli, and Messieurs Novikoff, Volinini, Adolph Bolm, etc.

Arthur Franks

3 Cotton Street, Australian Avenue,
London, E.C. 1, England.

JOBBERS

HOCKEY BOOTS

Our Hockey Boots have extensive sales and supply a wide demand at a reasonable price. The quality and workmanship put into their manufacture insure a first-class product on which you can realize a large and profitable turnover. Write us for samples.

J. E. SAMSON ENR.
QUEBEC

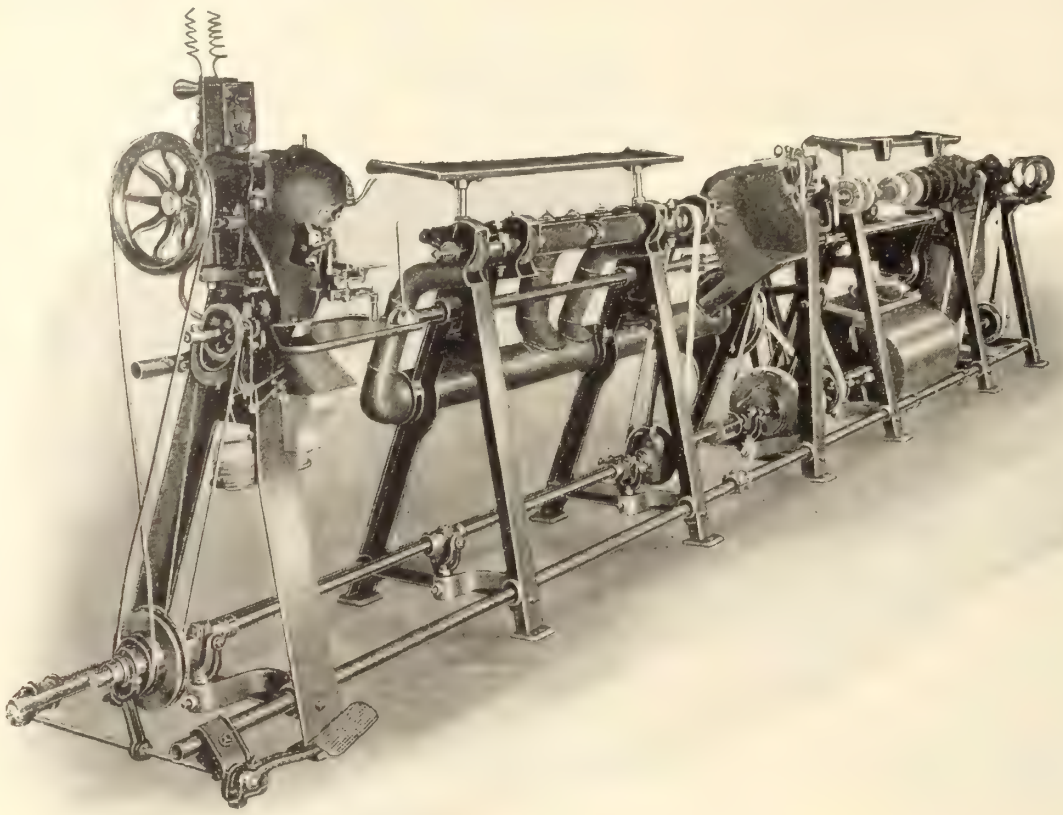
Sandals are Popular
with the Young Folks

Humberstone Non-Rip Sandals are the line to handle for real profitable selling.

Made of solid leather throughout and showing first-class workmanship. Comfortable and well-fitting. Now is the time to see your jobber about them.

BLACK AND TAN

Humberstone Shoe Co., Ltd.
HUMBERSTONE, ONT.



22-Foot Goodyear Shoe Repair Outfit, Model N.

Now is the Time

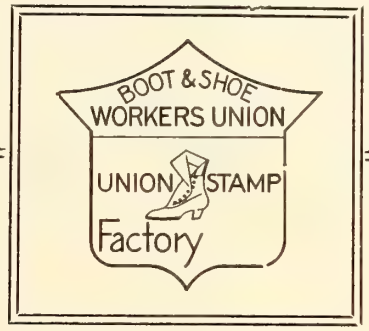
to order a

GOODYEAR
SHOE REPAIR OUTFIT

and be prepared for the rush of shoe repairing in the Spring. All our outfits supplied on easy terms. Different sizes to suit all requirements. Do not delay, send in your enquiry today.

United Shoe Machinery Co. of Canada, Limited
MONTREAL

TORONTO KITCHENER QUEBEC



WHAT retailer would think of hanging out a sign: "Keep Out—We Don't Want Your Trade?" Yet, just for the absence of the little stamp at the top of this page, many retailers are, in so many words, telling the hundreds of local union men and women that their trade is not desired. Union men and Union women look for the little stamp before they buy their shoes. If you carry it on your shoes you are making the real appeal to the Union trade.

It's so easy to get the kind of shoes that you want, bearing the Union stamp. Without it, hundreds of possible customers are lost; with it, you are removing all possible barriers to successful, profitable business.

Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

246 SUMMER STREET - BOSTON, MASS.

COLLIS LOVELY
General President

CHAS. L. BAINE,
General Secretary-Treasurer

SHOE RACKS

We Make

"SHOE RACKS" OF ALL STYLES
END WOOD CUTTING TABLES
HARDWOOD DIEBLOCKS
TABLES FOR SHOEMAKERS
WOODEN BOXES OF ALL KINDS

Maranda & Desormeau
110 Delorimier Ave. MONTREAL
Phone East 9604

SHOE-STAMP-SPECIALIST

W. D. ARMSTRONG

ENGRAVER OF FINE STEEL STAMPS & DIES
230 CRAIG ST. WEST MONTREAL, QUE. PHONE MAIN 675

MY STAMPS ARE "UP TO DATE" IN DESIGN
& ADD AN ARTISTIC FINISH TO YOUR SHOES
• WHICH WILL INCREASE YOUR SALES •
ORIGINAL DESIGNS SUBMITTED

Fred. F. Dufton
LEATHER

50 Foundry Street South
Kitchener — Ontario

SHEEPSKINS
Representing : Clarke & Clarke, Ltd., Toronto

GLAZED KID
Representing : The Bonner Leather Co., Montreal

CALF AND SIDE LEATHER
Representing : C. Galibert & Son Co., Montreal

GLAZED HORSE
Representing : Lucien Borne, Quebec

GOODYEAR WELTING AND MENNONITE
Representing : Wickett & Craig, Ltd., Toronto

CUT SOLES
Repres'ng : The Provincial Cut Sole Co. Kitchener

Stock of above well known lines always on hand. Call and inspect them.

We Can Save Money for You on Your Shipping & Packing

H & D Solid Fibre Board Boxes

1.—They protect your shipment against loss from dampness and water.
2.—They are extremely light, which means low freight charges.
3.—They cannot be opened without breaking the seal.
4.—They save time in packing.
5.—They save storage space.
6.—They have strong advertising value.
7.—They can be made to your specifications.
8.—Their first cost is lower than wood.

Our booklet "How to Pack It" explains all—write for it.

The Hinde & Dauch Paper Co
of Canada Limited
TORONTO ONTARIO

STANDARD SCREWED SHOES

IN
MEN'S BOY'S YOUTH'S
LITTLE GENT'S
AND CHILDREN'S

A. A. COTE & SON
LIMITED

McKAY SEWED SHOES

IN
MEN'S BOY'S YOUTH'S
LITTLE GENT'S
AND CHILDREN'S

ST. HYACINTHE
QUE.

Manufacture lines of Staple McKay Shoes in Men's, Boy's, Youth's, Little Gent's, and Children's, as well as a Strong Line of Heavy Working Shoes, out of best Chrome Tanned Side Leathers, on Foot Fitting Lasts, at reasonable prices, Standard Screwed Soles, Stitch Aloft, Natural Finished Bottoms, so that buyer can see the nature of leather, and know what he is buying. THAT'S THE LINE FOR YOU.

Sound Merchandise
at rock bottom prices

No. 46

THE jobber will find ample opportunity for profitable turn-over in our splendid line of Men's, Youths' and Boys' shoes.

There is no better time than right now to get in touch with us. We believe we can make you very attractive quotations.

Ask us about our Women's McKays.

No. 50

LAGACE & LEPINAY
QUEBEC

LOCKSTITCH WELT McKAY TURN

Poor Thread will Spoil the Best Shoe

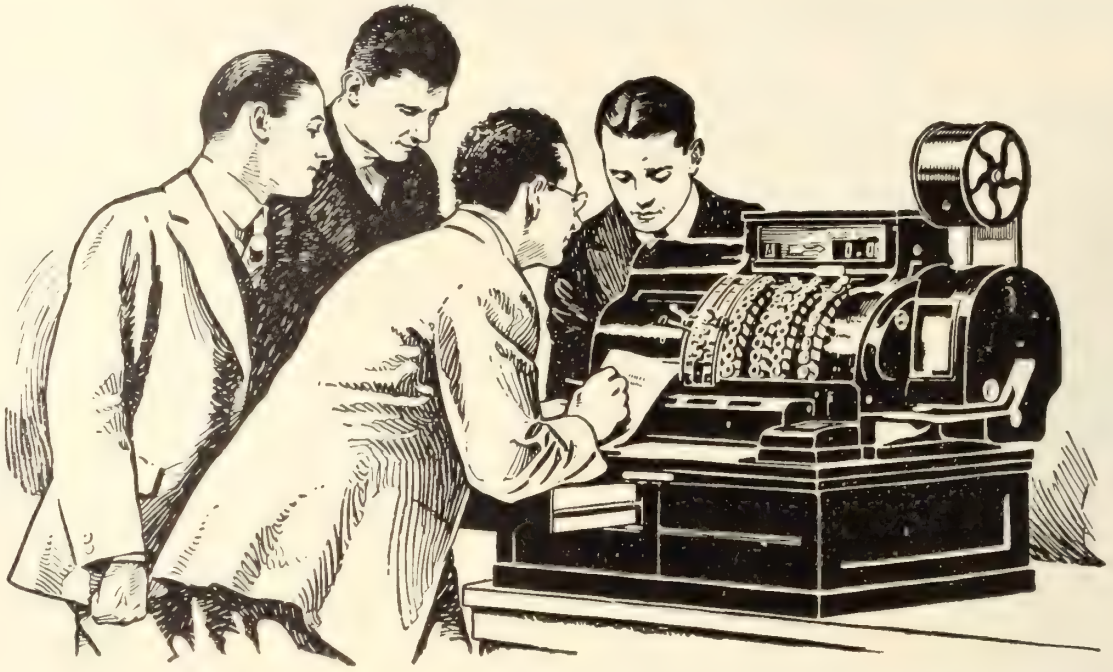
Think of a really fine shoe ruined simply because the THREAD wouldn't hold. Isn't it worth while to make sure that only the best is used in your footwear?

Then specify BARBOUR'S LINEN THREAD. The difference in the actual cost is incomparable with the inestimable difference in quality.

Write our nearest branch

FRANK & BRYCE, LIMITED

Toronto **Montreal** **Quebec**



The record of each clerk

An up-to-date National Cash Register shows you exactly what each one of your clerks does every day. Adding counters on the register tell:

① How many customers each clerk waited on.

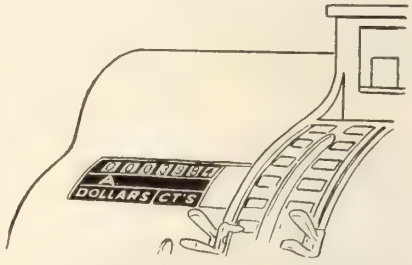
② The total amount of each clerk's sales.

These daily records show you which clerks are most industrious, which clerks sell the most goods, which clerks are most accurate.

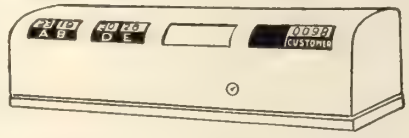
They enable you to fix wages on actual selling ability.

They give you the figures needed for a bonus or profit-sharing system.

These clerks' records, together with the many other printed and added records made by an up-to-date National Cash Register, enable you to control your business.



This adding counter, at the left side of the register, shows that Clerk A took in $39.84 during the day. Similar counters show what the other clerks took in.



These adding counters, at the front of the register just above the cash drawers, show how many customers each clerk waited on, and the total number of customers.

We make cash registers for every line of business

NATIONAL CASH REGISTER CO.

OF CANADA LIMITED

TORONTO, ONT.

REG. IN
KENDEX
CANADA

"Prosperity Ahead"

KENDEX *for* 1921

KENDEX is the logical requisite for the more up-to-date manufacturer of shoes. If you have never used it, you cannot know why. We can tell you that it will not crack, swell or shrink. We can claim absolute fastness of color, flexibility, and ease in working. We can show you that it is a non-conductor and a comfort-giving feature of the shoe—all these things are true but makers say you cannot appreciate Kendex till you have tried it.

HEEL PADS **TONGUE LINING** **PIECE FELTS**

Kenworthy Bros. of Canada Limited

St. Johns, Que.

Represented by—Horace d'Artois, 224 Lemoine St., Montreal, Que.

CLARKE'S

Mr. Retailer: Are you pushing the sales of Patents? Very often a customer will come into your store without knowing exactly what she wants, except that "it must be neat, dressy and stylish."

Show her a pair of patents.

Patent **is always in style** and who will deny its leadership in the realm of dressy footwear? But be sure that it is CLARKE'S. No other will give the satisfaction.

Specify it in all your orders.

Mr. Manufacturer: Are you putting the quality into your patent shoes that creates demand? Clarke's is the standard. The public buy it and the retailer wants it. You are playing safe when you incorporate Clarke's in your product.

A. R. CLARKE & CO.

LIMITED

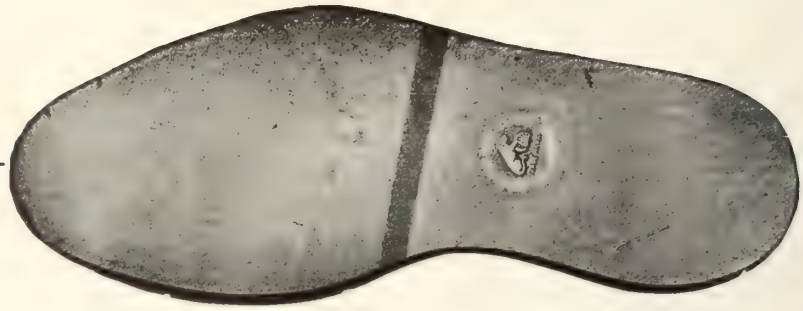
MONTREAL TORONTO QUEBEC

Vol. XI.—No. 4 Toronto, April, 1921

Footwear in Canada

PANTHER

Shoe Repairmen! Cash in on the good Qualities of these Products



GREATER comfort, greater service, greater value—greater all round satisfaction—has been responsible for the startling increase in the use of Panther Cushion Heels and composition soles.

Panther soling looks like leather, can be stitched and trimmed easily and does not allow the stitches to pull out. It will not crack, is waterproof and prevents slipping.

Panther Cushion Heels are the last word in luxurious foot comfort. Nothing gives the wearer quite such a feeling of security nor puts so much buoyancy into their walk.

Panther Rubber Co., Limited
Sherbrooke, Que.

FLEET FOOT

is a perfect product of the Genius of Organization.

FLEET FOOT is a Dominion Rubber System product. The same genius which perfected "Dominion Royal Cord" Tires, also established the standard of quality for FLEET FOOT. The same ideals of workmanship and service which created DOMINION RUBBERS also made FLEET FOOT a national necessity for summer wear.

To you—the shoe dealer—FLEET FOOT is the most important product, for summer trade, of the Dominion Rubber System. Naturally, you will judge ALL Dominion Rubber System Products by FLEET FOOT.

Is it not natural and logical that the whole Dominion Rubber System Organization will strive to make FLEET FOOT shoes so dependable in quality —so consistent in value—that the Dominion Rubber System Trade Mark will mean to you, as to your customers, rubber goods worthy of your confidence?

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION RUBBER SYSTEM
AND ASSOCIATED COMPANIES

Dominion Rubber System

Service Branches are located at:

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, Brantford, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

You Pay no Duty or Royalty on the Universal

The Universal
—"best in the long run"

It's Made in Canada

Built right in Canada for the Canadian Shoe trade. No Royalty, Duty or Exchange Rates to pay and we guarantee it to give every satisfaction. In design it is most modern and efficcient and as a profitable investment has established a name for itself wherever used. Let us send you full information as to prices, etc.

Universal Shoe Machinery of Canada Limited
128 Queen Street
Montreal

We are desirous of appointing agencies in all the Provinces of the Dominion. Write us for particulars.

The
Twin
Tannages

TRENT VALLEY
AND
ROYAL
OAK SOLE LEATHER

are UNEXCELLED for

FINEST NOVELTY FOOTWEAR

Particularly Well Adapted for Turns

As there is a large demand at present for the weights used in this line, manufacturers are urged to anticipate their requirements as far in advance as possible.

The Breithaupt Leather Company, Limited

Manufacturers of
"The Standard of Canadian Sole Leather"

Sales Offices:
KITCHENER TORONTO VANCOUVER MONTREAL QUEBEC

Tanneries at:
PENETANG HASTINGS KITCHENER WOODSTOCK BURK'S FALLS

JOBBERS

Achetez avec Soin
—mais Achetez
Aujourd 'hui

Buy Carefully
—But Buy
— and Buy
Now

To buy carefully, you cannot do better than see Samson. Why? Because the Samson product has already made friends with wearers and dealers who ask for our well-known line and have proved the sterling quality of this most reliable staple Footwear.

Heavy Working Shoes, Medium Grade Men's, Boys' and Youths', also Misses' and Children's McKay and Standard Screw

Hockey and Sporting Shoe Specialist

MADE IN THREE DIFFERENT FACTORIES

J. E. SAMSON ENR.

20 ARAGO STREET - - QUEBEC

"Canadian-made Counters for Canadian-made Shoes"

BEFORE being fashioned into counters, the fibre is put through the special D. & P. process. This ensures such a toughness that the counter will outlast the shoe—we guarantee it. Yet do not imagine D. & P. counters uncomfortable. On the contrary, they are pliant and yielding, quickly conforming to the shape of the wearer's foot. Why not let us send you samples?

We also maufacture solid leather, Union and leatherboard counters, leather and leather-board inner-soling. Our capacity of 75,000 pairs of counters per day means prompt delivery.

DUCLOS & PAYAN

Ed. R. Lewis, 45 Front St. East, Toronto; Ontario Selling Agent
Richard Freres, Quebec Selling Agents for Quebec City

Tannery and Factory: ST. HYACINTHE, P.Q.

Sales Office and Warehouses: 224 LEMOINE STREET, MONTREAL

Our Complete Stocks Include

Women's

Welts
McKays and Turns
White Canvas Goodyear and McKays

Men's

Welts
Slippers
Turns
White Canvas Goodyear and McKays

Also Goodyear and McKays for Misses, Children and Infants

Dufresne & Locke, Limited

Montreal

Eclipse Shoes for Dainty Feet

FOOTWEAR that fairly radiates life and youth and happiness is how the Eclipse lines have often been characterized. And that is why they find such great favor in the eyes of the younger folks.

But while appearance may be the big factor in the eyes of the child, something now is necessary to sell the parent. The "something more" is the staying power which will insure economical wear. And here again Eclipse footwear triumphs, the carefully chosen materials and unusually fine workmanship being the reasons.

Thus both parent and child are pleased and a satisfactory sale closed.

On account of the present very unsettled financial conditions, this is the year of all years when the wise retailer will link up with the manufacturer of proven responsibility, the House who through years of careful and conservative policies has laid such foundations as will insure continuity of satisfactory services far into the future. The ECLIPSE is a proven line made by a strongly established house.

We specially solicit a careful inspection of our most complete range of Children's Footwear.

Our Travellers are now out.

The Galt Shoe Manufacturing Co.

Limited

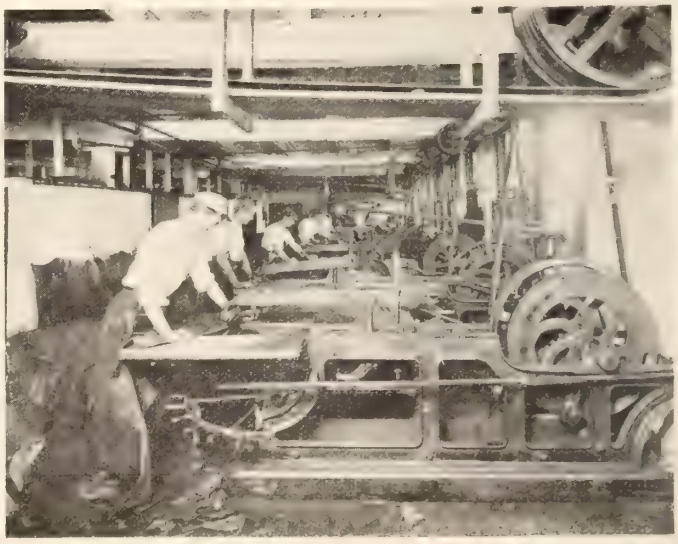
Galt - Ontario

The Empire's Largest Patent Leather Plant

A. R. Clarke & Company's factory at Toronto with a capacity of 1200 sides daily, a model of efficiency from beam house to sorting room.

Mr. Griffith B. Clarke, President

CLARKE'S A. R. C. Brand Patent Leather goes to the four corners of the earth—wherever quality is recognized as being of supreme importance.



CLARKE'S

Dominates the Patent Leather Field

PATENT Leather has always been a staple material in the manufacture and marketing of high-class modern footwear.

With its use the name of CLARKE has come to mean a certain Standard of Quality in the product. The trade and the public alike have learned to know Clarke's Patent as the finest.

Clarke's has always been successful. From the standpoint of the manufacturer, the retailer and the wearer, it has been entirely satisfactory.

The people want Patent Leather Footwear. The demand is sure and steady. Are you in line to supply this demand with the best?

Get after the business with Clarke's; it has always been a sure repeater for sales.

Quality Patent Leather

A. R. CLARKE & CO., LIMITED

ENGLAND
W. S. Whittow & Co.
52 Finsbury St., London, E. C.

AUSTRALIA
Ullathorne Hartridge & Co., Ltd.
Melbourne

UNITED STATES

J. Gentle
16 South St., Boston, Mass.

Chas. A. Brady
118 Mill St., Rochester, N. Y.

W. J. Thomas
Enterprise Bldg., Milwaukee, Wis.

W. P. Erhart Leather Co.
Locust St., St. Louis, Mo.

Largest Manufacturers of Patent Leather in the British Empire

Montreal TORONTO Quebec

Nursery Shoes

Pleasure
for the Children

Pride
for the Parent

Profit
for the Dealer

And perfect satisfaction for everybody who enjoys the style and durability of our superb line of children's shoes.

Chas. Tilley & Son
TORONTO
Distributors for Ontario

THE NURSERY SHOE COMPANY
LIMITED

ST. THOMAS ONTARIO

Said a shoe clerk the other day

"I like selling Miner Shoes. The range is so comprehensive—something to fit every foot; at a price to suit every pocket.

"Sales take less time and the customers certainly leave the store pleased with their purchases. They come back too, the next time, instead of looking all over town.

"Steady trade is what we're getting now—and if there's anyone I like selling it's the regular, season-in, season-out customer. They know exactly what they want, and they get it."

Our representatives are showing today the very latest in Brogues, Imitation Brogues, Ball Strap Oxfords, Straps, and Strap and Buckle Slippers.

The Miner Shoe Co., Limited

Montreal Ottawa Toronto Quebec

Agents for the celebrated Miner Rubbers

Men's, Boys', Youths', Women's, Misses' and Children's Goodyear Welts, McKays, Turns and Standard Screws.

La Periode de Depression etant Passee, Voyer a Vos Achats du Printemps

LEATHERS

Glazed Kid
Black and All Colors

Side Leather
All Grades and Weights

Glove Leather
Grain and Splits All Colors

Findings
A Full Line of the Best Goods

Pierre Blouin LIMITED
QUEBEC, 60 Colomb St. MONTREAL, 256 Lemoine St.

With the Period of Depression Passed, Look to Your Spring Buying

The Yamaska Brand
J. A. & M. Cote
ST. HYACINTHE.
CANADA.

Everything points to a greatly increased demand for the famous "Yamaska" Brand

THE goods we are showing today are the result of many months close study of conditions in the trade. We anticipated what the public would demand and that we were right is shown by the increasing sale that "Yamaska" is everywhere enjoying.

But indications are that this is only the beginning. We look to bigger and better things for this footwear in the future.

Many retailers also share this view and are now placing their fall requirements accordingly. You, too, will want to share in the profitable business "Yamaska" is creating. So why not write us for full details or wait for our representatives?

We will gladly send them.

No. 311. Women's and Growing Girls' McKays, Bal. Made in Gunmetal Calf, Dongola or patent vamp and dull top. Sizes 3-7.

La Compagnie J. A. & M. Cote

St. Hyacinthe - Quebec

W. A. LAW, President

A. MOFFETT, Vice-President

A. E. ORAM, Secy.-Treas.

The

Korker Shoe Co.

LIMITED

Who have recently incorporated, have for the past two years been conducting business under the firm name of **KORKER SHOE COMPANY** of Winnipeg.

The new concern will make considerable changes in the manufacture of **KORKER** footwear for children. Up to the present these shoes were made with stitch-down soles but we have now completed arrangements with a large Eastern manufacturer to make **KORKER** shoes for both boys and girls in Goodyear Welts. This will make a very popular and profitable line for you to stock, as it will be much superior to the ordinary stitch-down previously handled.

The new line comprises all leathers and a very complete stock will be carried in our Winnipeg warerooms to give service to the Western merchants.

We will also carry a well assorted stock of Men's and Women's fine shoes and will give special attention to Women's Novelties, such as Anklettes, Cross-Strap Slippers and an exclusive line of turned sole White Footwear.

In addition to our stock lines we have arranged with several large shoe manufacturers for the control of their lines to the trade in Western Canada thus enabling us to handle placing and immediate orders.

Mr. Law, who is President and Manager, is one of the best known shoe salesmen in this territory, having covered the Western ground for the past thirteen years.

Our travellers will be out shortly.

WAIT FOR THEM.

Mail Orders Given Prompt Attention.

The KORKER SHOE Co.

Limited

Winnipeg - Canada

Don't Be Caught

with a depleted stock of Misses' and Children's footwear.

A good many retailers at the present time find they did not look ahead, and now they are not prepared for the awakened trade of Spring.

Be alive to the improved conditions and look to your Fall requirements for the following—NOW:

MISSES', CHILDREN'S, INFANTS', YOUTHS', AND LITTLE GENTS'.

Stylish—yet serviceable footwear.

The Adams Shoe Company, Limited

Toronto

A. E. Marois Limited

Office :—559 to 565 St. Valier St. Factory : 10 to 20 Arago Street

Montreal Sample Room—
Shaughnessy Building
137 McGill Street.

QUEBEC

Toronto Representative :
H. F. RINGLAND,
Room 516 Board of Trade Building,
Yonge and Front Streets

Goodyear Welts

for

MEN
BOYS
YOUTHS

McKays and

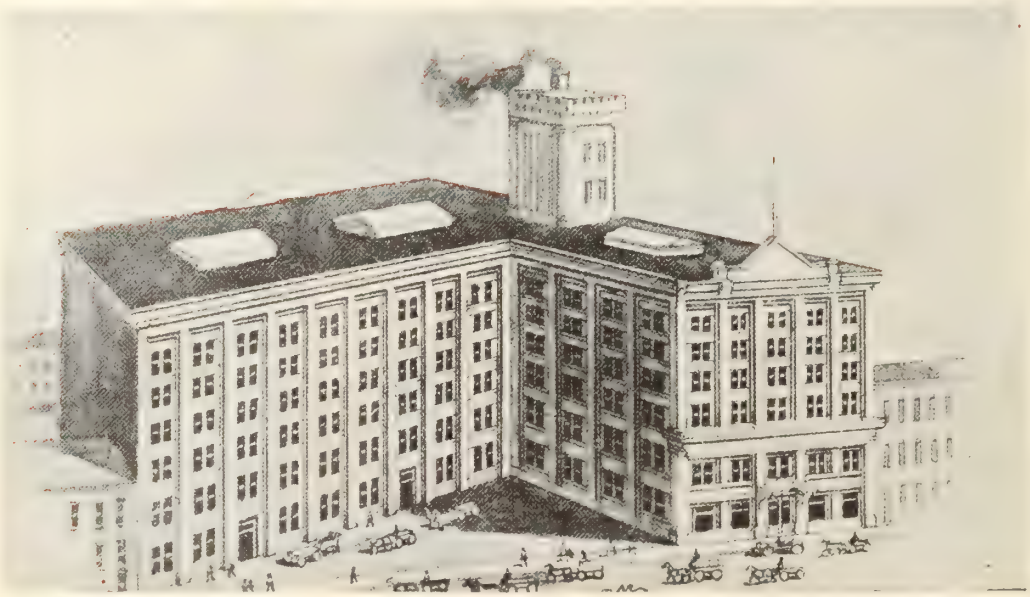
Goodyear Welts

for

MISSES
WOMEN
CHILDREN

Standard Screws

A. E. Marois, Ltee: Une Institution Nationale de Fabrication de Chaussures—
Un nom qui est synonyme de Confiance, Valeur et Duree. Nos Prix sont Justes



A. E. Marois, Limited : A National Institution of Good Shoe Service—
A name which Stands for Confidence, Value, Service. Our Prices are Right

A. A. Cote & Son
Limited

Canadian Made Shoes for the Canadian Trade

Chaussures Fabriquees au Canada Pour le Commerce Canadian

STANDARD SCREWED SHOES

Our line of Staple McKays is made in men's, boys', youths', little gents' and children's ranges and represents a vigorous selling footwear.

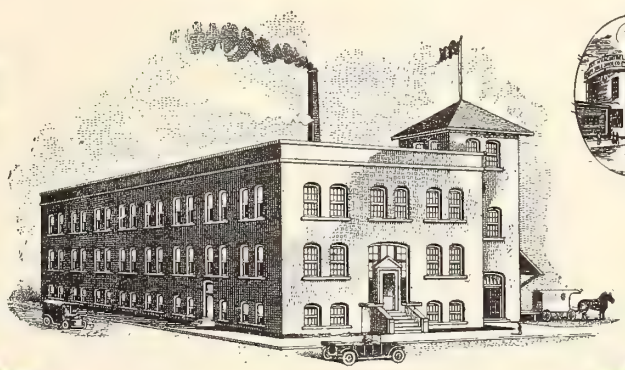
"Value for the Money" is the big feature of our line and a close inspection will prove that our McKays are good buying.

Precisely the same may be said of our Chrome Heavy-working shoes which advertise themselves wherever shown as a solid and thoroughly reliable leather product.

See our samples if you are looking for real value in staples.

McKAY SEWED SHOES

ST. HYACINTHE
QUEBEC



Confidence—

A serious setback was recently experienced by the retail trade.

The public suddenly lost faith in the dealers and "just quit."

And now, by strict adherence to the rule of honest values, the shoe trade is being gradually drawn back to its original firm foundation.

Gain the confidence of *your* customers by supplying footwear of genuine value at moderate prices.

Supply them with Robinson's.

James Robinson Company
LIMITED
184 McGILL STREET - MONTREAL

When it is Beneficial to Forget—

Putting the Past behind, leaves one free to cope with the problems of the Future.

It lifts from the mind all worry and uncertainty—leaves the way clear to cope with new conditions.

No doubt it is unpleasant to relinquish profits tied up in stocks bought at a time when prices had reached "the peak"—but after all, these profits are only on paper—and if the prices are not procurable, the profits do not exist.

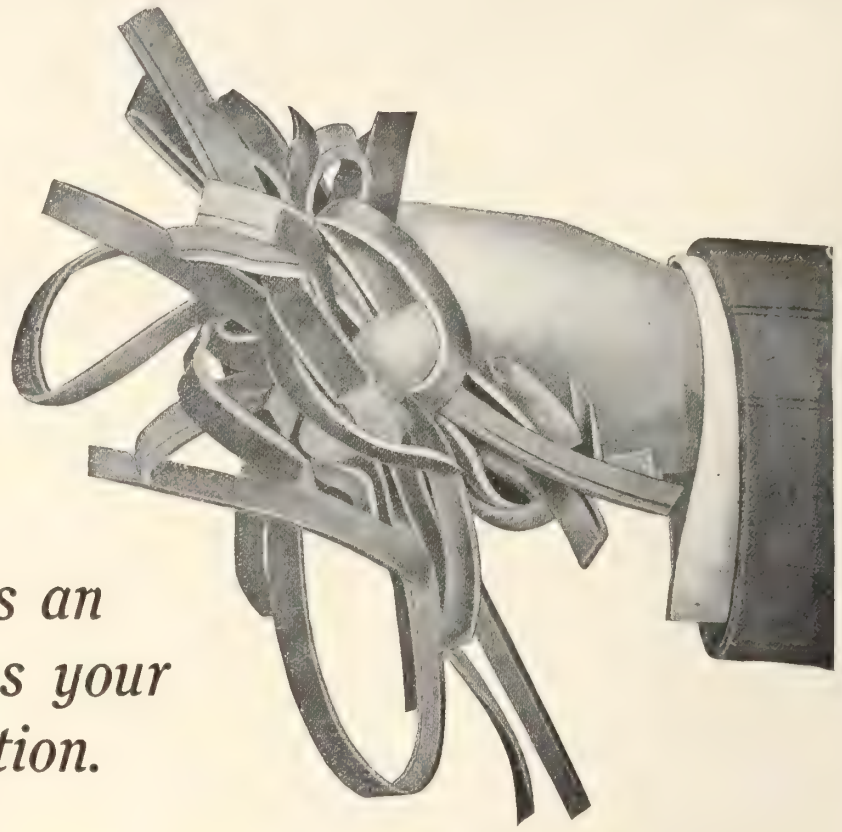
Get down to sane buying and sane selling with a new stock—a line of Robinson's shoes.

James Robinson Co., Limited

Specialists in Fine Footwear

MONTREAL

Welting Waste.



Welting Waste is an item that deserves your careful consideration.

Every time you break a joint at the grooving operation; every time you allow several inches at the end of a hank to be thrown away; and every time you tear off a welt because it was hard and bony—or soft and spongy, you have added seriously to the cost of your welting.

Barbour Grooved Endless Welting

is your solution of the WELTING WASTE PROBLEM—its tough mellow fibre makes "tear-offs" for any reason almost unknown; it is provided all grooved and with the patented Scarfed ends so that broken laps and end waste are impossible.

IT IS WELTING OF STANDARD QUALITY AND THE PRICE IS MOST ATTRACTIVE.

BY INVITATION MEMBER OF

NEW YORK U.S.A.

Brockton Rand Company

BROCKTON, MASS.

U. S. A.

TANNAGES

Tan, Mahogany, Royal Purple and Dull Chrome Sides, Elks, Various Colors, Bright Boarded Sides.

Robson Leather Co. Ltd.

TANNERS & CURRIERS

White Buck, Chrome Patent Sides, Retan Storm Leather, Chrome Tongue Splits.

MONTREAL - QUEBEC

"Renown" Brand for Juveniles

The way in which these shoes have won the confidence of the trade in such a short time is remarkable. And yet the reason is easily seen upon examination of the shoes themselves. In fact they really have to be seen to be fully appreciated. That is why we are so anxious to send you samples. There is no obligation so why not write us to-day?

The complete line comprises Boys', Youths', Little Gents', Growing Girls', Misses' and Girls'—all McKays.

Scroggins Shoe Company
Limited
GALT ONTARIO

AIRD & SON
REG.
AIRD & SON
MONTREAL

Spats of Character

Manufactured by the Largest Makers of Men's Spats in the British Empire

Every pair of spats hand-tailored from the finest West of England Box Cloths. Colours are light and dark fawn, light and dark grey. Pure horn buttons. Perfect fit assured, especially suitable for brogues and oxfords.

Women's Gaiters

New patterns and colors now ready. There is a big demand for snug-fitting, hand-tailored gaiter, so order early.

Children's Leggings

Particular care in cutting our children's knee leggings account for the perfect fit and ensures against bulging and slipping at the knee. Made in cloth, leather and corduroy.

Samples and Patterns now ready and cheerfully sent on request

A. J. Machin, 2401 Clarke Street

Montreal, P. Q.

Sole Canadian Representative for

Rapaport & Company, Limited

37 Featherstone St. **London, E. C., England**

Soyez avec nous a l'Avant-Garde du Progress. Encouragez la Marche de Nos Fabriques Canadiennes.

Stay with us in the Van of Progress. Keep Canadian Factories Going.

Watch these three brands

Dalaco Canada

Patricja

Metropolitan

BUSINESS

—during the coming season will be exactly what you make it. If you will step out boldly, confidently, placing your orders wisely and well you need have no fears. Steady, consistent business will be yours.

It will be the faint-hearted and the gambler who will lose. The one who lacks confidence in himself, his business and his country and the other who risks his own good name and the good-will of his customers on goods of doubtful character.

The public are buying—but buying carefully. The successful merchant of to-day must do the same.

Daoust, Lalonde & Co., Limited

MONTREAL - QUEBEC

Women's Turns, Men's welts and Women's McKays.

AHM System

The

"AMES HOLDEN"

Brand of

Rubber Footwear
Canvas Rubber-Soled Shoes
Felt Shoes and Slippers

IS NOW ON THE MARKET

Manufactured and sold by

Ames Holden McCready, Limited

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, London, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Vancouver.

L. B. Holliday & Company, Limited

Huddersfield, England

ANILINE DYES

And Coal Tar Products

To The Leather Industry:

Can you guarantee your colored leathers?

Do you realize that such a statement would very likely influence an increase in your business?

Today men come to you, demanding an ironclad guarantee—Can you cope with their demands?

You can if you are properly equipped.

The equipment you use and the ability of your men are both very important factors.

Yet they are both dependent upon the dyes and colors you use.

Dyestuffs that are absolutely guaranteed will therefore help you to guarantee your product.

Then why not try L. B. Holliday & Company for your next order for Dyes, Colors, etc.?

The following is a list of our products which are of particular interest to the Leather Trade and which can be shipped from Canadian stocks.

CHROME LEATHER BLACK G
CHROME LEATHER TAN 2G.
CHROME LEATHER BROWN G.
BASIC TAN O.
BASIC DARK BROWN P.
MAGENTA POWDER.
METHYL VIOLET 2-B CONC.
FRENCH BLACK 2938.
CHRYSOIDINE R. CONC.
BISMARCK BROWN R. CONC.
FAST RED A.
NEW PHOSPHINE R.
AURAMINE O. CONC.
ORANGE 11.
PONCEAU G.
BRILLIANT BORDEAUX 2-B.
ACID PRUNE V.
NAPHTHOL BLUE BLACK 10-B.
NAPHTHYLAMINE BLACK H.
LIGHT ACID BROWN L.
DARK ACID BROWN L. R.
NIGROSINE W. S.

Product Samples, Patterns and All Particulars from

L. B. Holliday & Co., Limited

Canadian Office and Warehouse:

27 St. Sacrament Street, Montreal

Orders Supplied Direct from Canadian Stock. **New Products will be Added from Time to Time**

Cables, "Dyewares," Montreal. **Telephone Main 8105**

Rubber Footwear Season Starts March 1st

Early Order Discounts of 5% on All Orders Placed Before May 1st

Maltese Cross Rubbers have for over 25 years maintained a premier position as the leading line of Rubber Footwear in Canada.

PLACE YOUR ORDERS NOW

Do not put it off, waiting for lower prices. The new prices, which show a substantial reduction, are guaranteed against decline up to December 1st.

Travellers Will Call on You Shortly Save Your Orders for the

MALTESE CROSS BRAND

Representative

DISTRIBUTORS

W. B. Hamilton Shoe Co., Ltd.	Toronto, Ont.	J. H. Larochelle & Fils Limitee	Quebec, Que.
D. D. Hawthorne & Co.	Toronto, Ont.	J. H. Begin, Enreg.	Quebec, Que.
Geo. E. Boulter	Toronto, Ont.	La Maison Girouard, Limitee,	St. Hyacinthe, Que.
John McPherson Co., Ltd.	Hamilton, Ont.	Waterbury & Rising, Limited	St. John, N.B.
Sterling Bros., Limited	London, Ont.	J. W. Boyer & Co.	Victoria, N.B.
J. A. Johnston Co.	Brockville, Ont.	Hudson's Bay Co. Wholesale	Winnipeg, Man.
Federal Shoe Co.	Ottawa, Ont.	Buckler & Son, Limited	Winnipeg, Man.
F. E. Smith	Guelph, Ont.	Dowling Shoe Co.	Brandon, Man.
Copeland Shoepack Co.	Midland, Ont.	A. McKillop & Co.	Calgary, Alta.
Bignell & Knox	Montreal, Que.	Maybee's Limited	Moose Jaw, Sask.
Thompson Shoe Co., Ltd.	Montreal, Que.	Damer, Lumsden Co.	Vancouver, B.C.
Canada Shoe	Montreal, Que.	Western Grocers, Limited	Cranbrook, B.C.

Gutta Percha & Rubber, Limited

Head Offices and Factory - Toronto

Branches: HALIFAX, MONTREAL, OTTAWA, FORT WILLIAM, WINNIPEG, REGINA, SASKATOON, CALGARY, EDMONTON, LETHBRIDGE, VANCOUVER, VICTORIA.

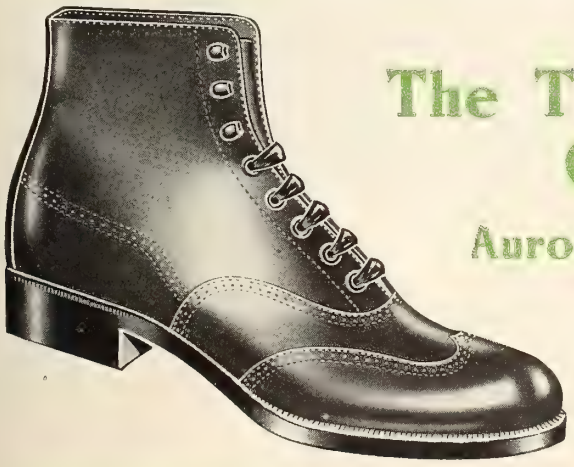
Jobbers-

Do you handle the Sisman "Best Everyday shoes?" If not, why not? Here are a few reasons which make us believe they will interest you.

As staple shoes there is nothing better produced in Canada. Everything entering into their construction even to the smallest details is carefully chosen to ensure the greatest possible service. Their styles are varied and pleasing and have everywhere proven popular. As to the plant in which they are produced—it is a modern, daylight structure, with working conditions unusually good.

If you want shoes that will produce a quick turnover, that is popular with the retailer and that will yield you attractive returns may we suggest that you get in touch with us early?

Men's, Boys', Youths' and Little Gents', Women's, Misses' and Children's in McKays, McKay Welts and Standard Screw lines, in box calf and side leathers.



The T. Sisman Shoe Co., Ltd.

Aurora - Ontario

LET'S GO!

BUSINESS is getting better every week. Only those merchants not far-seeing enough to unload quickly their goods bought at high prices are complaining. Everyone else sees sane normal business just ahead. Most are already experiencing that steady old-time trade. Chiefly those who are buying wisely and selling the same way.

To get exactly what we mean, just wait until the salesman with the Talbot FOOTWEAR and the Talbot Prices calls to see you. We've done our share. It's up to you.

Let's go!

The Talbot Shoe Co., Ltd.

ST. THOMAS, ONTARIO

with GOODYEAR RUBBER HEELS attached

A Talbot Model—Aristocrat Last

There's one shoeman in every town known for the exclusive footwear he sells. If you are such a man you will be interested in our distinctive lines and the "Double H" Service that goes with them.

SPATS
SPORT SHOES
ENGLISH BROGUES
GOLF SHOES
INDIAN SLIPPERS
COCHRANE RUBBER SOLES
PALMER-McLELLAN SHOE PACKS (SPECIAL REPRESENTATIVES)
BUCKLES

HALL and HODGES
LIMITED
16 St. Sacrament Street
MONTREAL

"A Selling Organization"

Goodyear Welts and McKays

for family trade

Achat Profitable Veut Dire Vente Profitable. Nous Vous Offrons le Style, le Prix et la Duree'.

Profitable Buying Means Profitable Selling. We are there everytime with Style, Price and Service.

For the dealer doing a business in shoes for all the family our Footwear has a distinct advantage in presenting a single standard of quality and value to fit each member of the customer's household.

Dealers will find our prices adjusted to make buying a profitable investment.

LAGACÉ & LEPINAY

QUEBEC

For Spring 1922

We are at present busy working on our Spring samples for 1922.

White Canvas and Leather

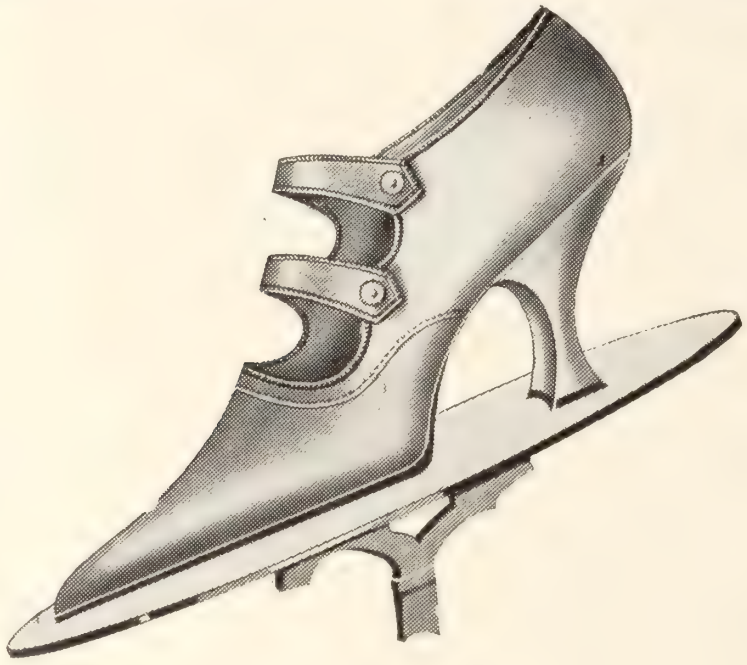
Black and Colors

McKays and Turns

These will be made up along vrey exceptional lines, and will show many features which we have developed.

Gagnon, Lachapelle & Hebert

55 KENT STREET **MONTREAL**



Serving the Retail Trade as None but a Retailer Knows How

FOR the past eight weeks our plant has been running night and day in order that our customers should all have the popular styles for their Easter trade—with the result that in every city from Coast to Coast, our representative dealers have all had a splendid showing of the latest novelties in Gray Suede strap effects.

This is the service offered
by OWENS-ELMES CO.

"Latest Styles" when you want them;
"No Disappointment."

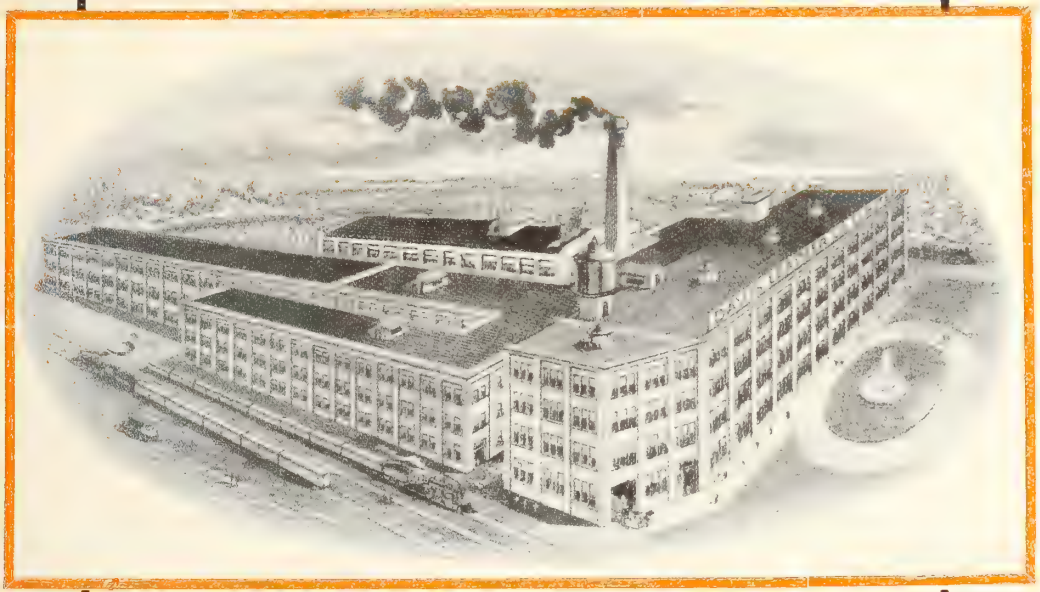
OWENS-ELMES MANUFACTURING CO.
12-14 Sheppard Street, Toronto, Ont.

OWENS-ELMES

Operating the first and only factory in Canada making strictly Hand Made Turns

DOMINION CALF

"Briar Boarded Calf"
"Duchess Russia"



"Ruby Willow"
"Royal Purple Russia"

DAVIS LEATHER COMPANY
LIMITED
NEWMARKET
ONT.

Standard Quality

Values Unprecedented

INVINCIBLE

FORMERLY CALLED MONARCH

"INVINCIBLE" Rubber Boots and Shoes are built of tough, tire-tread stock and by auto tire methods.

Like auto tires they are cured by the high Pressure Cure Process. A combination that makes the toughest, strongest and longest wearing boot that your money can buy. "Invincible" Rubber Boots and Shoes will outwear any other make, bar none.

If you are hard on footgear ask your local dealer for "Invincibles" and save money.

The Miner Rubber Co.,
LIMITED.

IF YOU WEAR MINER'S "INVINCIBLES" don't read this ad. You don't need to because you already know how well and how long the boot wears.

IF YOU DON'T WEAR MINER'S "INVINCIBLES" buy your first pair this season and prove from actual experience that they wear longer than any other make you have ever had.

THE MAN WHO HAS WORN THEM KNOWS.

THE MAN WHO HASN'T WORN THEM has our garantee that his first pair of "Invincibles" must give him complete satisfaction—*or we will!*

"INVINCIBLE"—THE BOOT THAT WEARS A YEAR—OFTEN LONGER—SELDOM LESS.

THE MINER RUBBER CO., LIMITED.

H. O. McDOWELL H. N. LINCOLN

International Supply Co.

The Largest Shoe Factory Supply House in Canada

IMPORTERS JOBBERS

SHOE MACHINERY

Findings and Factory Supplies

We are Exclusive Canadian Agents for the following well-known houses :—

American Lacing Hook Co., Waltham, Mass.
Lacing Hooks and Hook Setting Machines.

Armour Sand Paper Works, Chicago, Ill.
Crystolon Paper and Cloth for Buffing and Scouring.

Boston Leather Stain Co., Boston, Mass.
Inks, Stains, Waxes, etc. Cyclone Bleach.

The Ceroxylon Co., Boston, Mass.
Ceroxylon, the Perfect Liquid Wax.

Cincinnati Cutting Die Co., Cinc., O.
Quality Breasting Knives.

The Louis G. Freeman Co., Cincinnati, O.
Shoe Machinery.

E. L. Glennan Machine Co., Lynn, Mass.
Perforating Tubes.

Hazen, Brown Co., Brockton, Mass.
Waterproof Box Toe Gum, Rubber Cement.

Markhem Machine Co., Boston, Mass.
Marking and Embossing Machines, Compounds, Inks, etc.

M. H. Merriam & Co., Boston, Mass.
Binding, Staying, etc.

Puritan Mfg. Co., Boston Mass.
Wax Thread Sewing Machines, Poole Process for Goodyear Insoles.

Safety Utility Economy Co., Boston, Mass.
Electric Heating Equipment.

The S. M. Supplies Co.,
Factory Supplies, Needles, etc.

I. Spaulding & Sons Co., N. Rochester, N.H.
Guaranteed Fibre Counters, Fibre Innersoling.

The Textile Mfg. Co., Toronto, Ont.
Shoe Laces.

United Stay Co., Cambridge, Mass.
Leather and Imitation Leather Facing, Welting, etc.

We carry three large stocks in order that we may serve you promptly.

You will do well to avail yourself of these stocks.

Quality Goods INTERNATIONAL SUPPLY CO. SERVES YOU RIGHT KITCHENER-MONTREAL ***Right Prices***

MAIN OFFICE :

154 Notre Dame Street West, Montreal

Branches :

37 Foundry Street S., KITCHENER **566 St. Valier Street, QUEBEC**

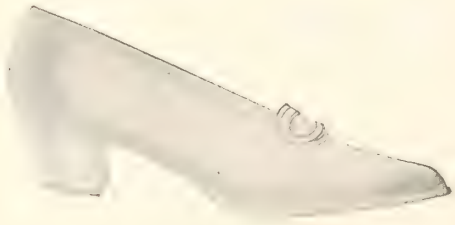
ANNOUNCING YORK SHOE COMPANY LIMITED

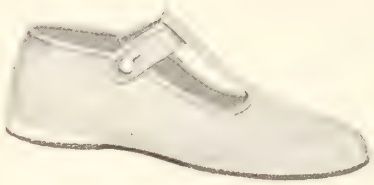
Wholesalers of superb lines in Men's, Women's and Children's high-grade specialty footwear—doing business at 110 Wellington Street West, TORONTO.

We invite enquiries from the trade

PARTRIDGE RUBBERS

Last Minute Orders for Summer Footwear





Merchants who have delayed ordering Tennis for their Summer trade might well consider the **Partridge Trade-mark** which is the brand our Company has put on its product only after positive proof that it has been able to meet the high ideals set for it.

Partridge Tennis, in addition to being sturdy and comfortable, give extra wear without excessive weight. The models are smart and keep their shape.

All these advantages at no extra cost.

THE NORTHERN

GUELPH

PARTRIDGE RUBBERS

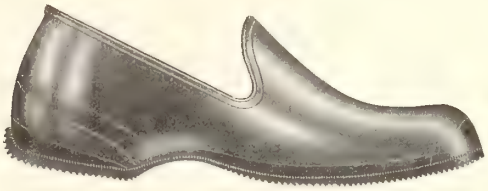
PARTRIDGE RUBBERS

—and for Next Fall and Winter

We invite your examination of our splendid line of Partridge Rubbers. Its range is complete. It includes styles already known to the trade as ready and profitable sellers, as well as new lasts that are receiving very favorable consideration and will assuredly be found in the BUYER'S NECESSITY LIST.

In whatever respect this product is regarded, be it style, material or workmanship, it is unsurpassed.

A critical inspection of samples will convince you of this. May we forward them?



RUBBER CO., LTD.
ONTARIO

PARTRIDGE RUBBERS

BOOT & SHOE WORKERS UNION
UNION STAMP
Factory

The link between your Store and a great buying organization—

Is it a "missing link" in your sales-appeal?

The hundreds of Union Men and Union Women in your town are completely converted to the idea of Union goods for Union People—when they buy they look for the little stamp that means "O K" to them. The Union Stamp is thus the link between the great Union buying public and the store that carries it.

On shoes, the official Union stamp is that shown above. Is it a missing link in your store? Get it on your shoes and notice what a difference it makes in your sales-volume—what a veritable link it is between you and the great Union trade.

Boot and Shoe Worker's Union

Affiliated with the American Federation of Labor

246 Summer Street - - Boston, Mass.

Collis Lovely, Gen'l President **Chas. L. Baine, Gen'l Sec'y-Treas.**

BOOT & SHOE WORKERS UNION
UNION STAMP
Factory

To Canadian Shoe Manufacturers

With the abnormal conditions incidental to the World War shoe manufacturers doing business with the Boot and Shoe Workers' Union, under the Union Stamp Agreement, were immune from attempts to take advantage of the manufacturers' necessities to force increases in wages and shorter hours of labor beyond that to which they could prove their right by argument or arbitration.

Now, that the World War is at end, (and as a result there is a marked depression in business,) there are a few shoe manufacturers who are inclined to take advantage of the necessities of the shoe workers and force reductions in wages, title to which they cannot prove by argument, or secure a reduction through arbitration.

To those manufacturers we wish to give a word of warning. Such attempts to reduce wages, by disregarding or cancelling their agreements, would, if successful, be undoubtedly followed by reprisals when business improves. Shoe workers, who accept reductions in wages because of the depression in business, do so with the mental reservation that when business is good the old wages will be restored with a sufficient dividend to make up for the losses during dull times. Past history in the shoe trade verifies the above statements. Therefore, why not be fair, respect agreements, and be assured that Future Conditions will be satisfactory?

The Boot & Shoe Workers' Union

Affiliated with the Federation of Labor

COLLIS LOVELY, President

CHARLES L. BAINE, Sec.-Treasurer

A Total Eclipse

All the old box toe making methods faded out with the introduction of the Vulco Unit Process. The superiority of the box toe and the economy effected by this process made its universal adoption inevitable.

VULCO-UNIT
BOX TOE

APPARATUS, PROCESS AND PRODUCTS PATENTED

SOLD ONLY BY

BECKWITH BOX TOE LIMITED
SHERBROOKE, QUEBEC

Gray—the Dominant Costume Color

EVERY well informed shoe man knows that gray is ***the*** color of present fashion.

How long is gray going to be good? Present indications point to the demand lasting through the Summer.

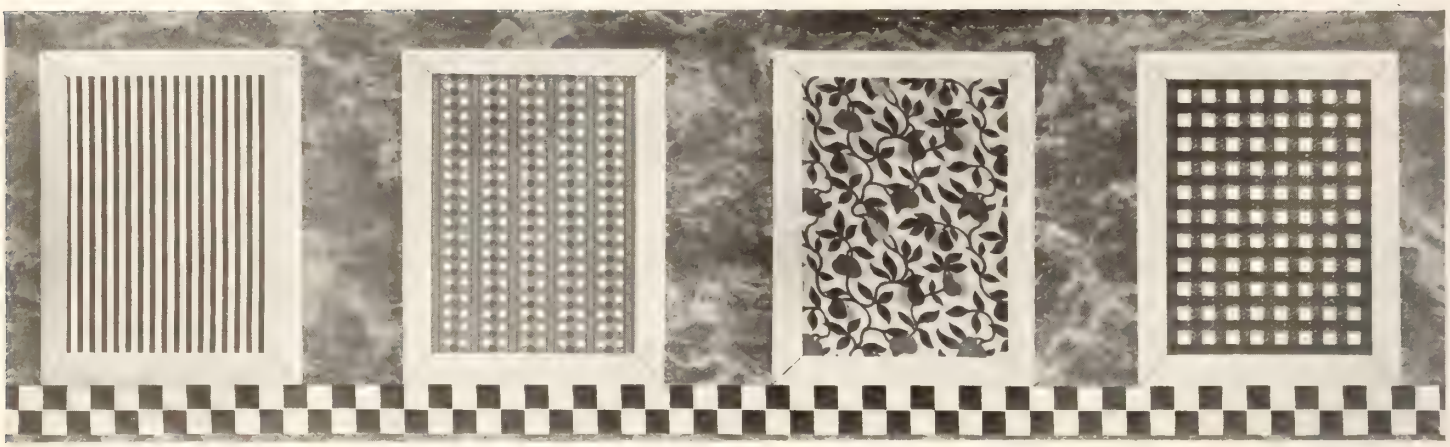
VODE KID in gray has been a quantity seller with us for the past month, and the demand is increasing all the time.

Brown VODE is next in preference—in fact a close second to gray in point of present demand.

In placing orders remember that VODE KID is thoroughly dependable because it is thoroughly STANDARDIZED.

THE STANDARD KID CO.
Boston, Mass.
Branches in New York, Philadelphia, Cincinnati, Chicago, St. Louis and Montreal

Vode KID
The Leather for Fine Shoes



ATTRACTIVE WINDOWS CREATE SALES

Make a test case by arranging your next display with our Artificial Flowers, Borders, Fancy Background Papers both in rolls and sheets, etc.

Prize winners at recent Shoe Convention held in Milwaukee used our Novelty Papers exclusively.

New Spring and Summer Catalogues ready filled with attractive display suggestions

DOTY & SCRIMGEOUR SALES CO. INC.

30 READE STREET NEW YORK

HOUSE OF NOVELTY DECORATIONS

The Importance of Staple Footwear

The greater portion of your trade look for staple shoes and the minority demand "pretty" footwear of extreme styles and patterns.

This is a point to remember when placing your Fall and Winter requirements.

And for your high-class staples, nothing could be more suitable than the proven Hydro City Shoe. Stock up well in this well-known solid-all-leather line. The better value it offers your customers means the quicker profit to you.

Wait for our salesman.

HYDRO CITY SHOE MFRS.

KITCHENER **Limited** ONTARIO

The Edwin Clapp Shoe

ESTABLISHED 1853

THE finer traditions of shoemaking have been preserved in the EDWIN CLAPP Shoe.

Behind it is an institution with more than half a century of experience in making nothing but high grade footwear.

THE BAR HARBOR

Edwin Clapp & Son Inc.

EAST WEYMOUTH, MASS., U.S.A.

"EUREKA"

There is Big Demand for Brogues and We Can Give Quick Delivery

We particularly emphasize our No. 8339 calf brogue oxford on Last 55 in any color. Royal Purple, Mahogany, and Nut Brown are the popular shades. Our brogues have a full middle sole and are Goodyear stitched.

Strap, Cross-Strap and Tie Pumps on our new No. 100 Last with 12/8 or 13/8 Cuban heel are big sellers.

Write for samples and quotations of Growing Girls', Misses' and Children's lines.

If you demand shoes at a cheap price you can get them, but if you want quality buy EUREKA shoes.

Do not fail to write us and we will show you our samples in Montreal at any time.

Eureka Shoe Co., Limited

THREE RIVERS, QUE.

---And now you can get "Yale Juveniles"

IT is with great pleasure that we announce the establishment of a department devoted to the manufacture of children's footwear.

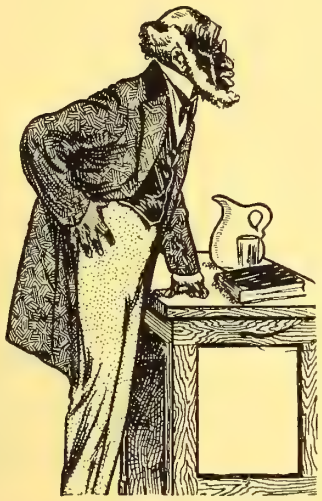
This addition was prompted by the many enquiries for such a line by dealers already handling our Men's and Boy's McKays. No effort is being spared to make the new product in every way a success. Lasts and patterns of the well-known Getty Shoe Company, have been purchased by us and we already are in a position to serve the trade—in Oxfords especially.

Write us now for prices and samples

The Yale Shoe Manufacturing Company

Limited

GALT - - ONTARIO



Uncle Zeb says:

"All Men in their Skeletons Look Alike."

THIS maxim might also be applied to all men in their shoes—if the lasts did not differ.

Some manufacturers have asked us why we do not publish cuts or drawings of new designs in shoes. If we did, it would be contrary to the style service we try to give.

We treat each shoe manufacturer confidentially—we study the line he is making—we suggest and submit styles and designs suitable for his particular line. The adopted styles of any one manufacturer, we do not give to another. This gives the originator the confident feeling that his styles are different from his competitors.

A Style Service of this kind is worth while.

United Last Co., Limited

MONTREAL

Long Service
—plus

the real satisfaction that GOODRICH "HI--PRESS" RUBBER FOOTWEAR always give has made them favorites alike with the dealer and his customer. Farmer, fisherman, miner and lumberman, everywhere, wear the boots with the Red Line 'round the top. Reason for their popularity and long service is found in the quality of the material and the excellence of the workmanship that goes into their construction.

Goodrich
Hi-Press
Rubber Footwear

We carry a full line of these boots on hand at all times, and guarantee quick delivery. A card will bring quotations or our traveller will call.

Croskery & Company
LIMITED

IMPORTERS AND DISTRIBUTORS FOR ONTARIO

220 KING ST. WEST TORONTO

SPAULDING'S
Fibre Counters
Guaranteed

The most extensively used and most satisfactory counters on the globe.

A style for every shape of last and grade of shoe, Men's, Women's and Children's.

SPAULDING'S
Fibre Counters
Guaranteed

J. SPAULDING & SONS CO., INC.

Main Office and Factory
NORTH ROCHESTER, N. H.

PHILADELPHIA
John G. Traver & Co.
141-143 No. 4th St.

CINCINNATI
The Taylor-Poole Co.
410-412 E. 8th St.

SEVEN FACTORIES
Tonawanda, N. Y.
No. Rochester, N. H.
Rochester, N. H.
Milton, N. H.
Townsend Harbor, Mass.

Boston Office
203-B ALBANY BUILDING

ST. LOUIS
The Taylor-Poole Co.
1602 Locust St.

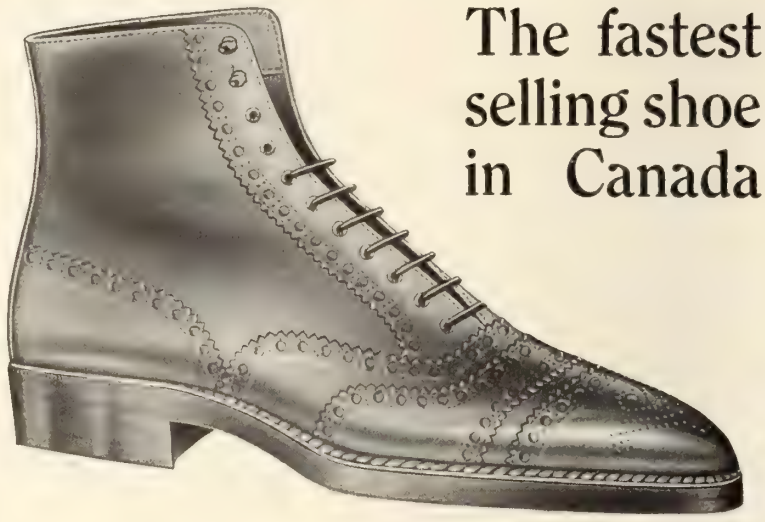
CHICAGO
J. E. D. McMechan & Co.
217 W. Lake St.

English Agents: J. Whitehead & Co., Ltd.,
Leicester, England.

Canadian Agents
International Supply Co., Kitchener, Ontario, and Quebec City. V. Champigny, Montreal

SPAULDING'S
OAK TAN
FIBRE INNERSOLING

TETRAULT



The fastest selling shoe in Canada

Season after season "TETRAULTS" forge ahead, maintaining their position as the most widely sold Men's Welt in Canada.

What is the reason?

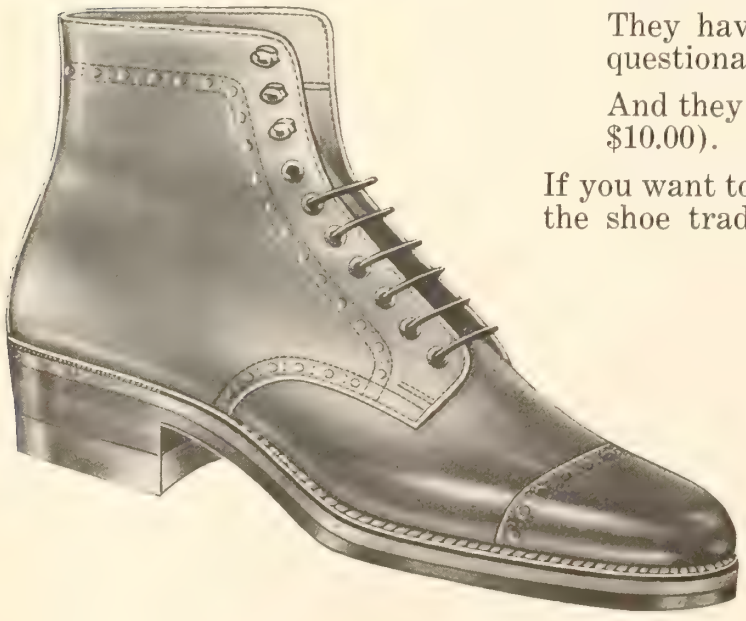
"TETRAULTS" enjoy a larger sale than any other men's welt in Canada principally because of three things:

They are the most up-to-date shoes made in Canada.

They have a distinctive style and unquestionable quality.

And they sell at a popular price (below $10.00).

If you want to get in on the livest proposition in the shoe trade to-day—stock "TETRAULTS."



The Tetrault Shoe Mfg. Company, Limited

Montreal - Canada

Announcing

"CENTAUR"

SURFACE KID

"CENTAUR" KID has superior qualities of its own and will not be sold as a substitute for any leather.

"CENTAUR" qualities are found in no other tannage.

When you think of this new brand name, remember that

"CENTAUR"
WILL NOT TURN GRAY

It retains its Black Brilliancy to the last of its wear.

Made in Black and Colors.

LUCIEN BORNE

Quebec Montreal Kitchener

FRANK SLATER
Strider
REGISTERED
SHOE

ESTABLISHED 1903

Are You the Man?

ARE you making an effort to increase your business? Are you determined to keep down your inventory? Are you anxious to turn over your capital more often?

If you can say "YES" to these questions, and if there is no STRIDER SHOE agency in your town, you will be interested in our IN STOCK department.

We carry in stock over 30 lines of Men's and Women's Fine Welts in High Shoes and Oxfords.

"STRIDER SHOES" ARE THE MOST PROFITABLE WELTS YOU CAN SELL

SAMPLE PAIRS OF ANY LINE ON REQUEST

EAGLE SHOE CO. LIMITED

587 BEAUDRY STREET MONTREAL

Strider
REGISTERED

By Every Standard of Comparison "STRIDER SHOES" are Better

Now Ready to Ship.

No. 6016. Men's Duchess Brown Calf, Ball Strap Oxford. On Last No. 60. A smart square French Toe. Carried in stock C width, sizes 5-10.

No. 6017. As above on Last 34, which is a semi-recede toe.

These are both big sellers.

No. 5016. Women's Royal Purple, Ball Strap Oxford, Welts, on Last 404. Carried in stock, C and D widths, Sizes 2½-7.

MYLES SHOE CO.
LIMITED

The Vassar Shoe
Grey and Graceful

Williams'

"YOUNG CANADIAN"

BOYS will continue to be boys, and they must be shod accordingly.

Williams' "Young Canadian" will be the choice of parents in your neighbourhood because they are the "good-looking" staple shoe possessing unusual wearing qualities.

In stock for prompt delivery

ORDER NOW

Canada's Standard Staple Shoe

For Boys.

—

Williams Shoe Limited

BRAMPTON
CANADA

Juvenile Footwear that Stands the Knocks

WHAT parent is not constantly seeking children's footwear that will "stand the knocks?" And is it not safe to assume that when they find that kind they will not change in a hurry? Perhaps that is the chief reason the Humberstone shoe houses so many little feet. For Humberstone, by reason of its fit, material and workmanship, has certainly established a reputation for being well nigh "child-proof." But there is another feature of this footwear that is of prime importance. It is the hygienic principles upon which each shoe is built. All danger of foot trouble is eliminated and the child's foot grows easily and naturally.

Better write us for samples and details.

Humberstone Shoe Co. Ltd.
HUMBERSTONE ONTARIO

DON'T TAKE CHANCES!

Be sure of the quality, the size and the strength of the threads you use by specifying

Barbour's *Dependable Quality* Linen Threads

You can pay less; but you'd better not; good THREADS are cheaper; it's in the QUALITY—not in the PRICE.

For

Lockstitch	**Welt**
McKay	**Turns**

Threads for all type machines.

Good Stocks Carried at

Toronto **MONTREAL** **Quebec**

FRANK & BRYCE, LIMITED

This is the line that will be in demand in the Fall

Note the following features:

Cuban Heel. 12-8.

Button as shown, also with buckle fasteners.

Tan and black.

We are convinced that this line will be in great demand for Fall wear and to get the fullest advantage earnestly advise that you see your jobber at once.

Regina Shoe Company Limited

330 Notre Dame St. E. Montreal

No. 230—Brown Kid Princess Strap, Imitation Turn; 1¾" Cuban Heel.
AA-4½ to 7½; A-4 to 7½; B, C and D 3 to 7½ ..... Price **$5.50** net
No. 231—Same as 230 in Black Regent Kid, Price **$4.75** net

3 Real New Ones In BLACK or BROWN

No. 234—Brown Regent Kid, Princess Strap, Imitation Turn, 1⅝" Baby Louis Heel.
A-4 to 8; B, C and D 3 to 8. Price **$4.85** net
No. 235—Same as 234, in Black Regent Kid, Price **$4.75** net

HOLTERSHOES

HOLTERSHOES

No. 232—Brown Kid Oxford, Imitation Turn Tip, 1½" Military Heel.
AA-4½ to 7½; A-4 to 7½; B, C and D 3 to 7½ Price **$5.50** net
No. 233—Same as 232 in Black Regent Kid, Price **$4.75** net

Ready for Shipment May Fifth

Three outstanding features mark these three beautiful shoes—the refined, seclusive HOLTERSHOES style; the unapproached HOLTERSHOES quality; and the popular prices at which you may sell such all 'round good shoes.

Every store that shows this trio has a three-power puller for paying trade.

BE SURE TO ORDER NOW

so that you will get the full season's benefit of sales, for you will reorder many times.

All Net 30 days.

The Holters Company

Cincinnati - Ohio

INDEPENDENT RUBBERS

¶ This is the placing season for the Fall orders of Rubber Footwear.

¶ The Independent line of Rubbers has all the elements of Rubber quality—appearance—service—comfort and all-round satisfaction.

¶ Our gradually increasing orders at the factory, from the wholesalers, carry their own message of business resumption and the general popularity of the Independent Line.

¶ Place your orders now and be among those who receive early shipments

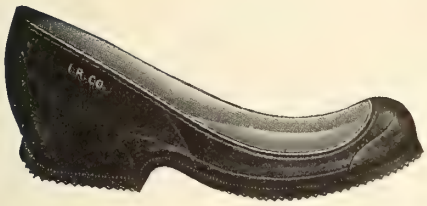
The Independent Rubber Co., Ltd.

Be on the Lookout

¶ The traveller who carries a full line of our samples will be along your way almost any time.

¶ Watch for him—and take a look at his samples.

¶ These well-known brands of Independent Rubbers will be there for your inspection.



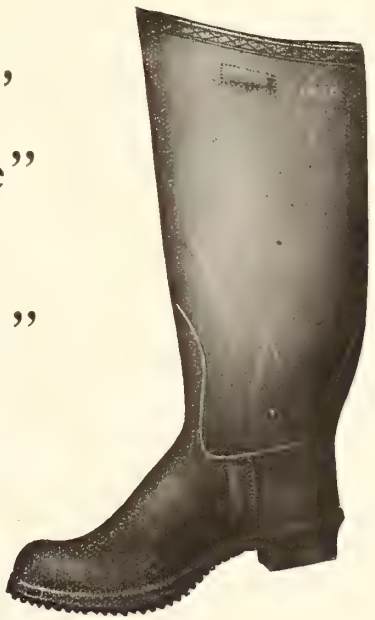
"Kant-Krack"

"Dainty Mode"

"Royal"

"Dreadnaught"

"Veribest"



To be had from the following:

INDEPENDENT WHOLESALERS

Amherst Boot & Shoe Co., Limited .. .. Halifax, N.S.
Amherst Boot & Shoe Co., Limited .. .. Amherst, N.S.
Brown, Rochette, Limited .. .. Quebec, Que.
James Robinson Co., Limited .. .. .. Montreal, Que.
Locke Footwear Co., Limited .. .. .. Montreal, Que.
J. A. McLaren Co., Limited .. .. Toronto, Ont.
White Shoe Co., Limited .. .. Toronto, Ont.

C. Weaver .. .. Trenton, Ont.
The London Shoe Co., Limited .. .. .. London, Ont.
T. Long & Brother, Limited .. .. .. Collingwood, Ont.
Amherst Central Shoe Co., Limited .. .. Regina, Sask.
Dowers Limited .. .. Edmonton, Alta.
The J. Leckie Co., Limited .. .. Vancouver, B.C.

The Independent Rubber Co. Limited

Merritton - - - Ontario

Our Complete Lines Include

Women's

Welts and McKays in high and low cut.
Turns in common sense and strap shoe.
White Canvas Goodyear and McKays.

Men's

Welts of all kinds.
Slippers
Turns in slippers, dancing pumps, and oxfords.
White Canvas Goodyear and McKays.

Also Stitchdowns and McKays for Misses, Children and Infants

Dufresne & Locke, Limited
Montreal

CORSON'S
COMFORT SLIPPERS

BUILT on the lines of the high-grade English slippers. A flexible welt, repairable, form fitting, solid leather, comfort slipper.

Something entirely new to the Canadian trade that will attract business to your store.

The same standard of materials and workmanship that has placed Corson and Regal Shoes at the top of the ladder of Canadian Shoedom.

(PROCESS PATENTED 1918)

"Shoe Makers Not Sample Makers"

Corson Shoe Manufacturing Co.
Limited

STIRLING ROAD - TORONTO

REGAL SHOES

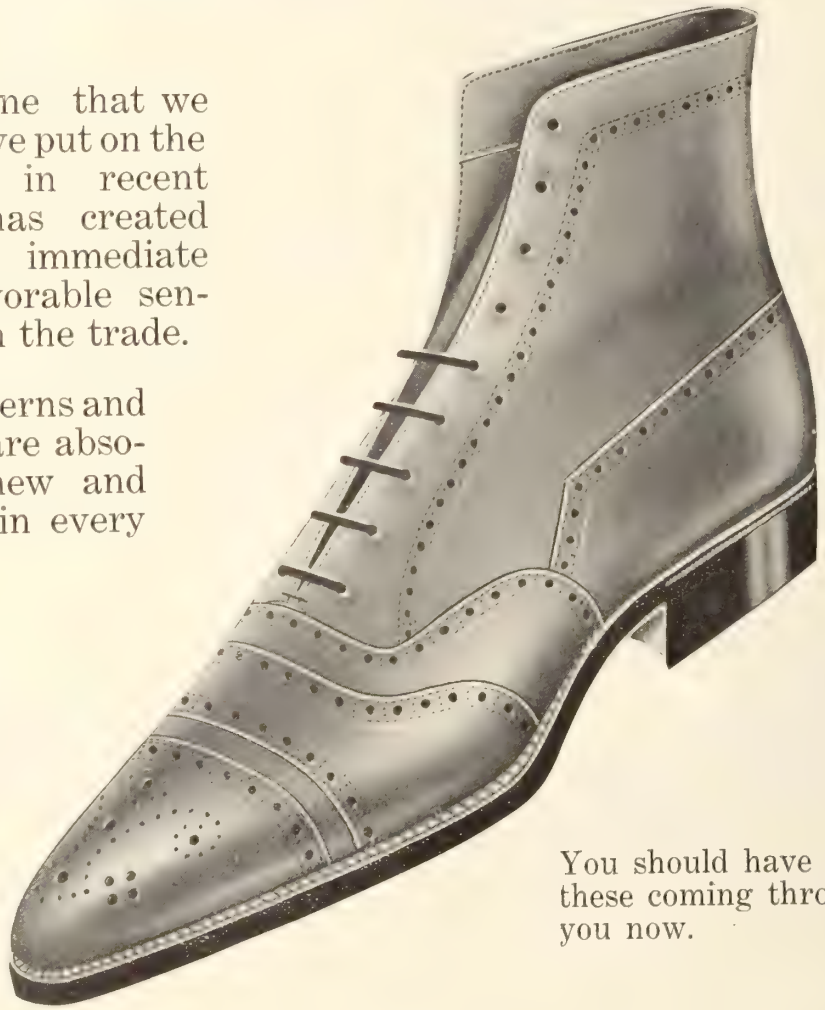
MANUFACTURED UNDER LICENCE

Saddle Strap Bals and Oxfords

Ritchie Quality Throughout

NO line that we have put on the market in recent years has created such an immediate and favorable sensation in the trade.

The patterns and design are absolutely new and correct in every detail.



You should have some of these coming through for you now.

The John Ritchie Company Limited

Makers of

MEN'S SHOES

QUEBEC

K·B· HARD SOLE FELTS SOFT SOLE KUMFYS

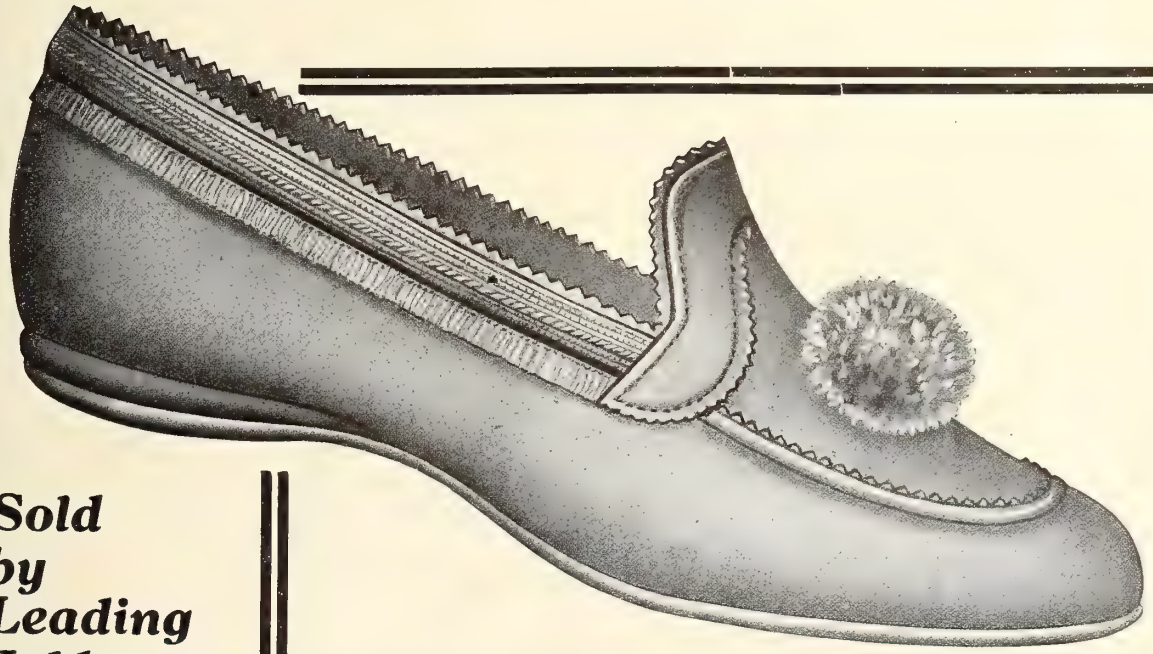
Have You Ordered Your Felts for Fall?

Are You Prepared for the Sudden Demand Sure to Come?

Felt Footwear orders not already placed, required for 1921-22 Felt Season, must all be made up in the next few months.

At present rate of production only a limited portion of requirements will be available.

K. B. Felt Shoes and Soft Sole Kumfys are made to order only. If you have not already placed your order for K. B.'s, "The Brand That Always Sells," do so quickly and line up with the wise ones.



Sold by Leading Jobbers

Made to Order Only

Cobourg Felt Co., Ltd. Factories: Cobourg and Port Hope

FLEET FOOT

means much more than a pair of white shoes for summer wear

FLEET FOOT means, to the dealer, a nationally advertised line of summer footwear, made up to a standard of quality and workmanship unsurpassed in any other country in the world.

FLEET FOOT means a range of styles suitable for business as well as Sunday and every-day wear, for every sport and recreation, for men, women and children.

FLEET FOOT means quick turn-overs, steady sales during summer months and Canada's greatest rubber organization standing squarely behind you with sound values, efficient service, hearty co-operation and national advertising.

The Fleet Foot Season will open in a few weeks. Are you ready? If not, write our nearest service branch.

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION RUBBER SYSTEM
AND ASSOCIATED COMPANIES

Dominion Rubber System

Service Branches are located at:

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, Brantford, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

Footwear in Canada

A National Journal of its Findings, Making and Sale, with a quality circulation—every reader a possible buyer.

Published Monthly.

HUGH C. MACLEAN PUBLICATIONS
LIMITED
THOMAS S. YOUNG, Managing Director

HEAD OFFICE - 347 Adelaide Street West, TORONTO
Telephone A. 2700

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WINNIPEG		Electric Ry. Chambers
VANCOUVER		Winch Building
NEW YORK		296 Broadway
CHICAGO		Room 803, 63 E. Adams St.
LONDON, ENG.		16 Regent Street S. W.

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Vol. II **April 1921** **No. 4**

Footwear in Canada's "Styles and Merchandising Number"

The present issue of "Footwear in Canada" has been named a "Styles and Merchandising Number." This is somewhat of an enlargement on the usual semi-annual "Styles" Numbers as issued in previous years. It was felt that, under existing circumstances, it would be to the advantage of the trade to broaden the scope of the issue in this way, so as to lay even greater emphasis upon the necessity for better merchandising in the retail shoe business. The two subjects are indeed inseparably joined. "Style" without "merchandising" is dead, and vice versa.

In this issue there are many features of outstanding interest to the shoe retailer. In connection with "Styles," particular reference may be made to our illustrated style section, which shows some of the newest models of Canadian, U.S. and English shoe manufacturers, a special article on the "Fall Style Trend in New England," by Hollis B. Scates, and a special article by our Parisian correspondent, "Countess Maud," on the footwear fashion situation in Paris. Mr. Scates, we may say, is a recognized style authority in the States; he was formerly buyer for the well-known retail shoe firm of William Filene & Sons, Boston, and is now in charge of design and production for the Emerson Shoe Mfg. Co., Rockland, Mass. His remarks will therefore receive the careful attention of the trade. "Countess Maud," who has contributed to "Footwear" on previous occasions, is a Parisian style expert, who writes for the French shoe journals and also for some of the leading fashion magazines on this continent. In addition to these, the reader will find the views of a number of well-known Canadian shoemen, on the style situation as they expect it will develop in this country. Taken together, this material will furnish a dependable account of the trend of footwear fashions universally, and should assist in the development of new and original ideas.

There are, besides, a number of articles contributed by prominent members of the Canadian shoe trade dealing with various problems of footwear merchandising under the conditions that exist to-day—handling the public, advertising, window display, co-operation within the industry, etc. Among these may be mentioned an article by Mr. C. F. Rannard, of Winnipeg, on "Advertising." Rannard's, Limited, do some of the finest shoe advertising in Canada, which perhaps is due to the fact that Mr. Rannard makes a hobby of it, and gives it his personal attention. Another very excellent article is contributed by Mr. Warren T. Fegan, past-president of the National Shoe Retailers' Association, outlining the retailer's viewpoint of the relations existing between the retail trade and the manufacturers, and how the manufacturers can assist in promoting better merchandising. Mr. J. W. Jupp, treasurer N.S.R.A., has also made an interesting contribution.

There are many other interesting contributions by well-known shoemen, who have had wide experience in practical sides of the subjects upon which they have written. It will pay the retailer to peruse these articles and adapt the suggestions offered to his particular needs.

The Hosiery Department is another feature of this issue, to which we wish to direct our readers' attention. It contains information which will be of great value to any merchant who may be planning to install a hosiery section in his store.

"It's a Man's Game"

"It's a man's game now"—this was the remark made to "Footwear" recently by a prominent member of the shoe retail trade, with reference to the business of retailing shoes. The truth of this assertion has been brought home very forcibly by the pressure of commercial conditions. When the market was on the up trend, and the motto of the public was "The sky's the limit," any fool could sit in the game, but now the situation is different. Many fools and some wise men have been eliminated from the business. Competition is now keen in practically every branch of industry, and it takes genuine effort to get and to hold business. The public are not content to take anything they are offered at any price the merchant cares to ask. They

are more exacting both as to quality and cost than they have been for many years.

This condition, however, is probably a healthier one than existed during the years of war, when the "take it or leave it" attitude was only too prevalent among retailers. It gives the good man, who has real merchandising ability, and real service to offer, an opportunity to forge ahead of his careless and mediocre competitor. The buying public are in a "picking and choosing" mood, and they will, eventually, choose the store where they are well treated and get genuine value for their money.

For some time to come, both careful buying and expert selling will be essential to success in the retail shoe business. Only the merchant who has "got the goods" will make any progress or any profits.

Another Slant on the "Made in Canada" Question

Mr. Frank P. Jones, general manager, Canada Cement Company, is quoted as suggesting that we substitute the slogan "Produce at a Price and a Quality that will enable Canadians to buy in Canada" for the present slogan "Buy in Canada."

This will appeal to the average Canadian citizen. The original of this standard slogan was a "Made in Germany" affair, and its chief foundation was egotism, selfishness, and absolute disregard for the rights of others. We do not believe that industry can be built up on this basis, and Germany's experience during the past six years amply proves it.

In the long run there is no sufficient reason why people should buy "Made in Canada" goods except that Canadian goods are equal in quality and no higher in cost. Sentiment will never induce our citizens to buy an article of poorer quality or pay a higher price for it simply because it is home-made, and all the more is this true if our people have the idea that undue profits have been made by the manufacturer. The only way to make the "Made in Canada" slogan a success is to follow Mr. Jones' suggested motto and make Canadian goods more attractive than foreign goods both as to quality and price.

Easter Sees Revival in Footwear Industry

The situation in the footwear industry is showing signs of gratifying improvement. Easter business seems on the whole to have been very active. Two of the largest shoe merchants in Canada recently informed "Footwear" that the day before Easter created a record in their stores, and many others tell us that their Easter trade has been quite exceptional. Since Easter, too, the demand apparently has been holding fairly well. "Can't complain at all," seems to about cover the situation with the average retailer.

This is surely a gratifying condition, and there does not seem to be any reason to anticipate a reversal. The turn of the season seems to have brought with it a renewed optimism and a feeling of greater confidence on the part of the public. They are evidently now satisfied that prices have reached a level, and are proceeding to go about their shopping in a less suspicious and more satisfied manner, though that they are still anxious to buy cheaply is undoubted.

It is also encouraging to learn that the demand has not been for novelties alone. In a chat with the "stock" man of one of Canada's biggest shoe manufacturing concerns, we are informed that the call for women's oxfords had latterly been larger than it had been for a long time.

The morale of the retail trade is evidently improving. There is less pessimistic talk and more effective action. Stocks are gradually getting into proper shape, and in many cases they are quite low—though it is not at all likely that there will be any big orders filled for some time to come; retailers have had an experience with over-buying which they will not easily forget.

However, all indications point to the fact that the industry is rapidly righting itself, and while there will be no easy money made in the shoe business in the near future, it will soon be on the basis, which permits of fair profits in return for fair service and good judgment. Next fall will probably see conditions in general in this country fairly normal.

Eliminating the Dead Wood from the Store Organization

Business men must face the fact that, during the coming year, it will not be feasible, nor possible, to depend on liberal mark-ups for the retrieval of losses or the accumulation of new profits. The basis on which business will have to be run for some time to come is that of quick turn-over, narrow margins and increased efficiency. It will be necessary to "overhaul the ship" and stop every leak. There will be no place for inefficient salesfolk during 1921. An improvement in efficiency is being shown in industrial plants through the weeding out of unsatisfactory workers, and the same measures will have to be taken in retail stores. The life of many mercantile establishments during the next few critical months will depend upon the elimination of the non-producer. This is, perhaps, a hard saying. But it is better to "fire" one or two inefficient workers, than have to shut the shop and throw the whole staff out of work.

Every little thing will have to be watched, and above everything else an effective cost-keeping system will be necessary in order that the retailer may know from day to day just how his affairs stand.

Advertising Methods that Build Up Business

Your Ad. Must Be Backed Up by Merchandise—Ask the Man Who Reads Its—Concentrate Your Publicity—Choosing the Medium

By C. F. Rannard

ADVERTISING is a natural part of the business and is applied to increase sales and build good-will. Some merchants charge the whole of their advertising to merchandise sold from the ad. and naturally become disappointed. I figure that one-third, is chargeable to direct selling from the ad. and that 2/3 must be left over to future business or building good-will, but the most important thing about advertising is, first, it should be planned, whether it be on a large scale or a small scale, and secondly it should be planned on your own money, not on sales you are going to make, merchandise which is owing to the manufacturers; or, in other words, a firm or a merchant should first make money and then proceed to advertise judiciously, and in keeping with the size of their business and the merchandise they wish to sell.

The amount of money a merchant should invest in advertising is a question that the individual must decide for himself and whatever it is is chargeable to overhead, and the gross profits must be large enough to take care of his overhead. I believe the best policy is to set aside each month or each year a certain percentage of the total income of the business to be invested in advertising, and as your volume of business increases, your advertising investment will increase at the same rate. The figures I would set would be 1% to 5% on the turn over—2 to 2½% is a reasonable amount—but as I said before no advertiser has any license to advertise when his liabilities are too high and he is spending the other fellow's money.

Advertising Must be Backed up by Merchandise

The great trouble today is that few advertisers advertise in such a way as to fairly represent their business, or their merchandise in stock, will not fairly back up their advertising, and when the customer comes in for the article as advertised and as illustrated, he becomes disappointed because the merchandise does not back up the advertising and, giving the clerk an excuse, goes away without purchasing. As a result, the advertising expense is a loss to the business and good-will is not attained. I believe that if illustrations of merchandise are put in the paper with descriptions as to colors, sizes, widths, etc., when the customer goes to that store and can get what he requires as advertised, he is not disappointed and naturally has confidence in that firm's advertising. By the continuation of such a policy with merchandise in stock backing up the advertising, good-will is attained, but no matter how long you have done this, the advertiser must be very careful to continue the grade so that progress will be made, as we all know from experience that confidence is quickly lost, while the process of building good-will is slow but sure.

Some firms are getting satisfactory results from their advertising, while to others it is a losing game. The former are building up a reputation so that the buying public believe the advertisements when they look at the name at the bottom or top, and they go to these firms with their money and feel confident of getting the merchandise just as advertised. The firm that does not get results usually puts in glaring head lines, cuts of a man making a great leap, with a wild-eyed expression and an extended forefinger, all of which is to attract attention. Then the balance of the ad. is usually given over to description of the footwear and former values and prices now, both of which are exaggerated. Ninety per cent of those who read the ad. have tested former advertisements, with regrets, and therefore pass on to the next page. Those who have not had experience, hurry down to the store and they generally find inexperienced clerks, a stock of merchandise that does not measure up in quality and price to the descriptions in the ad. As a result, the earlier they got out in the morning, the greater the distance they came and the more trouble they were put to, the longer will they remember, and when they talk to their relations and friends, because everybody has friends, whether good or bad, the advertiser need not expect much good-will advertising. On the other hand there might be a whole lot of bad will expressed by the disappointed customer.

Be Too Modest Rather Than Exaggerated

There was never a time when those engaged in advertising should be more careful to stick to the truth and be sure that they are prepared to back up their advertising by merchandise, service and every way, just as advertised. The wise advertiser will hold back a little bit on his advertisement and see that he is prepared to give the resulting customer a surprise in dealing out better merchandise, a larger variety, with a service that will attach that customer permanently to his store.

I have always welcomed and appreciated a criticizing expression from the ad. getter, in fact I have asked him if he thought the ad. was too strong for the merchandise to be sold. I have always been on the look out to see if the customers responding to the ad., not only purchased, but if they expressed themselves agreeably surprised or satisfied when they were shown the merchandise and if I thought that they were not I made up my mind the next time I would see to it that the values were better, so that when they went back to their home they would be so pleased that they would be spreading the good news to their friends, which in my estimation beats any advertisement that you can put in printer's ink.

The great trouble with the average retail merchant is that he has no definite advertising campaign, or merchandising policy. It takes brains to be a retail shoe merchant now-a-days. Every merchant, if he is to be successful, must have a real determination to succeed. Every merchant who wants to succeed must be progressive and pattern after an ideal firm.

Truth built into sane advertising, truth backed up

by merchandise that is right up to the letter, service honestly applied and a "stick-to-it" continuation are bound to build a business of character and good-will that is of more value than a bag full of gold in the bank. Advertise honestly and do not create an impression that the public can buy $15.00 shoes for $3.00 and then throw in a lot of scrap which is disappointing in style and quality. Keep up the quality and be sure to give the customers good value for their money.

I would impress on every retailer, big or little, old or new in the game, that we must see to it that the customer has no just reason to become disappointed or be able to justly criticize our advertising or to find that when they took the trouble to come to our place of business that we are trying to take advantage of them. We all know that the buying public in general are a little bit smarter in picking values that the merchant is when he goes into the sample room and buys from the manufacturers or wholesaler.

A merchant must be familiar with types cuts and lay-outs. When I was nineteen years of age, long before I went into the shoe business, I spent nine months in working for one of the local newspapers as a reporter, but I had access to the whole office. I also did proof reading on news and advertising and during that nine months I got a splendid training and received a better insight to newspaper work, and learnt a whole lot that has assisted me a great deal in laying out my copy. I might just say I write up every ad. for the Rannard Shoe and because I like the advertising game and have been willing to work overtime, this has assisted me a great deal in making it a success.

Crowded Ads. Not Read

There is much advertising lost because there is too much to be read. It is too closely packed, it does not attract, and as the reader is anxious to get through the paper, believing there is something better on the next page, it is turned over very quickly. As a result not a word is read of the 300-word half or quarter page ad., whereas if three words had been inserted alongside of an illustration, with the firm's name at the bottom, more good would have been gained. The wise advertiser will look over his copy before he turns it over to the newspaper man and ask himself if it is clear, concise, and does it bear out the truth as regards the firm's business—no one ad. will represent two firms; it must have individuality backed up by the firm's reputation in order to secure satisfactory benefits.

There are plenty of opportunities today to become acquainted with A1 advertising. All you have to do is to pick up a leading magazine, and the leading newspapers, or when you are auto driving look at the attractive bill boards which are distributed along the highways. My idea of clean-cut advertising that will pay the firm for the money so expended is that which is easily read and easily understood, and which will also attract the eye.

Concentrate Your Advertising

There are many who make the grave error of adverising too often and in too many newspapers, magazines, programmes and advertising sundries too numerous to mention. The wise advertiser will see to it that his ads. are not distributed far and wide. Concentration is necessary to obtain satisfactory results.

Newspaper the Principal Medium

Newspapers are the principal medium for the retail advertiser as they offer the most immediate returns and direct results. They will also show better returns in proportion to the amount invested. Other avenues of advertising include window displays (which are of great importance), mailing lists, bill boards, country sgns, strete car cards, but as I have said before the first is the best. There are many means of publicity available to the retail merchants but few which will return value for money expended. It is necessary in planning an advertising campaign to decide on the medium that will carry your message to the greatest number of possible customers at the lowest cost per individual and to the people you wish to appeal to, and herein is where most shoe retailers fail to take advantage of their opportunities. At the beginning of each style season, Easter, Summer, Fall and Christmas is a good time to feature your newest styles.

It is much to be regretted that the retail merchant should always be the goat for almost every kind of charity imaginable and very often these take the form of some kind of a programme or booklet in which he is asked to buy advertising space. If he fails to respond he is apt to be called a tight wad, and if he responds easily he is liable to find his business in bankruptcy and himself in the poor house, but a merchant as in all other cases must be able to say "no" when he feels he should say it, but of course there are two ways of saying "no." One is the abrupt and the other is the diplomatic way.

Make Sure You Choose Right Medium

I would also suggest that every mechant, whether he does his own advertising or not, should watch the circulation of his home newspapers, and if he is after the high class trade he should advertise in the newspaper that goes into the best homes but if he is going after the masses, the working class, he should use the medium that reaches them, or in other words, he wants to advertise in the newspapers that go into the homes from which he wishes to get his business.

Fly by night publications that are here today and gone tomorrow are not worth the paper they are written on and the retail merchant will act wisely if he never buys space in publications of this nature.

Take the shoe manufacturer, or wholesaler. He buys space in a footwear journal which goes to the firms from which he wants to get business and in this connection I would say that the successful retail merchant always gets the shoe magazines, which are the greatest assistance and help to successfully run his business. I get more assistance and better help from the monthly, fortnightly or weekly footwear journals of reputation than anything else I know of, and I would say right here the merchants of this country are greatly indebted to the shoe publications for the splendid articles and ideas that appear in their columns from time to time and I hope they will continue this service.

What the shoe retailers of Canada should endeavor to impress upon the minds of the public today is that the footwear business has been, and is, the most persecuted in Canada, and that it is about the only one whose prices have fallen back close to the old level.—C. R. LaSalle.

FOOTWEAR
FASHION FORECAST
S.C.G.

FOOTWEAR & FASHIONS

A Newport model in brown suede with brown satin strap.

Fanette pump. Black satin with black ooze tongue. Cut-outs inlaid with silver cloth. Also in brown satin. Wm. Henne & Co.

Neat Cross-Strap by Newport Shoe Co. Popular in grey suede.

'OE RECORDER

Mules! These dainty "indispensables" in Milady's boudoir will form an attractive feature of the up-to-the-minute shoe merchant's window displays next fall. The pair shown above are in blue fabric, with design worked in silver.

Photo courtesy Owens-Elmes Mfg. Co., manufacturers women's strictly hand-made turns.

FOOTWEAR FASHIONS

A Getty & Scott two-strap All leathers.

Two-strap welt. Tan calf, or ooze with kid straps. Wm. Henne & Co.

Two-button one-strap 14 8 Cuban heel. Getty & Scott.

One-strap pump. Rice & Hutchins.

Black suede Riviera strap sandal. Pasadena last. 2¼" wood covered Louis Heel. Utz & Dunn.

Two-strap. Tan calf or white kid. Nathan D. Dodge.

FOOTWEAR FASHIONS

Interesting novelty in grey suede.

Black kid cross-strap. W. B. Hamilton Shoe Co.

Black kid one-strap. W. B. Hamilton Shoe Co.

FOOTWEAR FASHIONS

Sport oxford in tan or black calf. Getty & Scott.

Woman's grey suede quarter and vamp Colonial pump. Sloted fan shape tongue with patent leather underlay. Argyle last. Turn. Beaded ornament. 2⅛ inch wood covered full Louis heel. Utz & Dunn.

Saddle-strap oxford. Rice & Hutchins.

Women's colored calf imitation brogue Oxford. Myles Shoe Co.

Woman's saddle strap. All shades calf. Myles Shoe Co.

The Style Trend in Paris

"Footwear's" Parisian Correspondent Tells "What Shoes One Wears" in the the World's Centre of Fashion—French Footwear Now More Slender and Elongated—Patent and Colored Leathers Hold the Field —The Shoe Must Match the Costume

By Countess Maud

TO-DAY'S mode comprises many kinds of shoes of extreme designs, much cut-out and made in all sorts of colored and patent leather, also in smart shades in glace leather, particularly bright red and cobalt blue. There are shoes in pale mauve leather for the sea and the race tracks; shoes in mixtures of black and white for the city; shoes in white buck and patent; shoes of buck in crocodile, drab or grey color, with silver stripes at the edges. Many designs in reddish brown satin are seen for evening wear; also cut-out sandals in gilded leather and copper-tinted sapphire.

The Trend of Fashion for Tomorrow

The modern woman is becoming more and more careful to see that her costume and her shoes harmonize properly. The ultra-fashionable, so refined in all that pertains to the elegance of the Parisienne, demand besides the richness, and daintiness of the footwear, a complete accordance with the purpose, the style and color of the costume. It is well understood for example, that one cannot wear under any circumstances cut-out or too uncovered shoes with a simple tailor-made dress of classic cut for morning wear.

Elegance has its immovable laws, which a lady, reputed for her "style" cannot, and will not, transgress.

Nothing, in fact, is more pretty and artistic than a well thought out ensemble, which does not exclude harmony nor originality, and last, but not least, imagination.

Footwear, in its changes, follows as closely as possible to-day's fashion. Therefore the prudent shoe dealer occupies himself at the opening of the season with the caprices of the fantastic "Goddess," as also with the predilections of his customers.

New Fashions in Gowns That Will Affect Shoe Designs

Spring tendencies are not as yet definitely determined. The dressmakers have predicted the lengthening of the skirt, the widening of the dresses, the tightening of the waist. For the moment in the city the most successful creations of the tailor are a very plain dress of grey mixture, and a correct navy blue suit with embroidery in a rust color. The back of the skirt, wide and long, bell shaped, will profoundly modify the feminine silhouette.

Already in the afternoons and evenings we admire wide skirts of taffeta with embroidery "a l'anglaise" — transparent, and different colors, and one must say, the new creations are not much distinct from the supple dresses, made of crepe de chine, correct and long.

Should this fashion gain the favor of the Parisienne, it will exercise an interesting change on the style of footwear.

French Footwear Now More Elongated

The prominent bootmakers have already, for a long time, made their footwear longer and more slender. Some have created a shoe of reddish brown satin, narrow and dainty, a souvenir of the "lioness" of the Second Empire. One also hears about the success of the flexible shoe in buck or patent which will be very appropriate footwear. We see, too, on the sea shores with summer tailor-mades of bright colors, shoes made of brilliant red morocco leather, of a quite new shape, a variation in the line of shoes, quite unexpected.

The leather workers in art colors and shapes will also furnish odd creations.

An amiable and complacent eclecticism will reign this time in the realm of fashion, and two silhouettes, narrow and wide will strive for success.

Low-Cuts in High Favor

As in every year at this period, the low-cut shoe is a great favorite. It is not the indispensable complement of bright and supple fabrics?

For summer, boots are worn less and less, and only a few "sports" remain true to their old custom. One sees, however, this year, boots in antelope, buck, or in gabardine with long or pointed toes, in patent leather. Gabardine, one sees in bright and different colors, and the following shades seem to be preferred: Pearl grey, smoke, castor, swedish, wood, mahogany, sand, mole, etc.

Some boots are made with leggings in buck or in a gabardine chalk color with pointed toes, pearl buttons, tip, and vamp, in patent leather, Others are made of cloth or natural gabardine, in

glace leather of the same tone as the fabric. The leggings are provided with pearl buttons..

In general elegant footwear is plain in cut but rich in the detail and perfectly finished.

To-day's fashion is light footwear, well cut, of graceful lines, long and slender toes and Louis XV heels. The morning shoes are very fantastic, very much cut out, often of colored leather. The shoemaker has become indeed a real artist and his creations are quite marvellous.

In the extreme conception of pretty variations accomplished by means of a known theme, you will find—the old fashioned sandal!

Patent and White Combinations

For the afternoon, patent leather with white unpolished leather offers us bewitching models. One sees patent leather shoes inlaid, and embellished with heels like a checker board, or with modern motives, very originally combined. Others are in a cut out and interwoven pattern, laying bare nearly the whole top of the foot (see sketch No. 1 and 2). Still others are in the patent leather with stitchings, forming fine designs in white, similar to a lace, or they are underlined with strips of white leather, showing thus to better advantage their capricious lines.

The Charles IX in patent leather with one or more straps is made in very large quantities—the ladies love this pretty shoe, which fits to perfection, and remains always practical. According to taste and to the kind of costume, taking also into consideration the hour and purpose, one wears now and then the same shape in patent, in buck, in leather or satin.

A pretty covering for the morning is the footwear made of raw crocodile skin, bordered with silver stripes in a Grecian style (see sketch No. 3). Very handsome indeed is this novelty of stripes and the shoes are welted with buck or antelope leather, which has a glistening appearance.

For walking the Parisian lady of elegance prefers the low-cut shoe. There is a reason for that, which she will scarcely confess—one will not relinquish the pleasure of admiring the exquisite rose color of a well formed limb under the impalpable hosiery of transparent silk.

In the City the fashion of the day is the combination of patent, buck, or white leather, cut out and inlaid. The shoe is ornated with a bracelet of different kind of leather, independent from the footwear.

The City shoe—I mean that one which replaces the walking boot at the approach of summer, remains always neat and discreetly elegant. One wears it with the little serge dress, also with the classic tailor made. It is made in patent or in a leather in the costume color.

The "Mousquetaire" (Musketeer) shape replaces this season the close-fitting shoe with elastics on one side. This shoe is entirely adorned with stitches, forming motives of a different tone. One also sees the elegant shoe, in kid or patent leather, adorned with a large flat part of patent leather concealing the interior lacing. Still further one observes a shoe of patent leather, fitting in the instep and buttoned at wide intervals on one side.

The Duke of Guise in mahogany leather, very neat and adorned with a large silver buckle has also much smartness when worn with the "Onion Peel" stocking. The shape Richelieu is also worn very much in the city in "companionship" with the tailor-made or the little dress in checked serge, etc.

This season the Richelieu has undergone a few variations; the heel is Louis XV, the tip pointed, its lacing cleverly concealed.

The Charles IX of buck, natural or clear grey has also met with success. One sees it also in patent leather worn with hosiery of reddish brown color, or in negro satin, particularly in the afternoon, with black dresses in crepe de chine or morocco crepe.

Evening Shoes Show Much Hosiery

In the theatres the low shoe is worn much, such as is made of reddish brown or black satin, with Louis XV heel adorned with a tuft of tulle or of feathers, upheld by a cluster of gems. For the evening the Parisienne prefers footwear, the cut out of which nearly lays bare the whole silk hosiery, inlaid often with Chantilly medallions. Shoes, adorned with gold and silver are also observed.

For dancing, the shoe of reddish brown satin with red heels, is especially popular, or a shoe of fine leather in a very brilliant red shade, (Fig. 4). Among the thousand and one fashion creations, one will also select the following: The pointed shoe with short vamp, with crossed stitches on the top of the foot, underlined with welts of white leather, thus bestowing on the ensemble a recollection of the Second Empire.

Another novelty is a shoe in patent leather, adorned on the instep with a fan, which opens on a substratum of color. The "Salome" shape, (Fig. 6), consists of a much cut out shoe, inlaid with patent leather in brilliant colorings.

The "Directoire" is a cut-out shoe, made of buck or white leather. In all these models the white and red dominate the same as in dresses. The "Salammbo," much in favor, is very pretty too, and used particularly for afternoons. It is shown in patent, red leather, crocodile, etc. We will see this shoe for summer wear made of antelope and white buck. At times one can also see this shoe with its top carefully cut out (see sketch No. 5).

At Deauville we admire the Egyptian sandal, in gilded leather, set off in colored or pyrographic motives. The sandal is closed under a beetle of engraved turquoise.

Then another shoe for the evening is gilded sapphire with lovely braiding, a real novelty for the ladies. These two creations will show attractive glimpses of bare and rosy feet.

French Footwear Fashions

Some Examples of the Parisian Mode, Specially Drawn for "Footwear in Canada" (See Accompanying Article, in English and French)—Cut-out Designs and Vivid Colors Favored—Bright Red, Cobalt Blue, Mauve, Grey, Reddish Brown and Combination of Black and White Much Seen

(1) Les Anneaux, en Vernis. The ringed shoe, in patent leather. (2) Le grand chic—blanc et noir. The great fashion—black and white. (3) Daim taupe orne grebiches arg. Made in buck in a taupe shade, with silver ornamentation. (4) Soulier en chevreau rouge. Novelty in red kid. (5) Soulier decoupe—en vernis. A cut-out shoe, in patent leather. (6) Soulier decoupe—Se fait en vernis, daim, chevreau rouge. Another cut-out—shown in patent, buck and red kid.

Comment Elles Se Chaussent à Paris

Ce Que Dit Notre Correspondant Parisien a l'egard des Modes de Demain

Beaucoup de souliers extremement fantaisistes, tres decoupes and meles de cuirs differents; vernis et mats, des teintes vives en chevreau glace, particulierement du rouge vif, du bleu cobalt. Des souliers en chevreau mauve pale, pour la mer, les courses. Des melanges de noir et blanc, a la ville. Souliers en daim et vernis ou inversement: vernis noir et daim blanc. Des grebiches d'argent au bord de souliers de daim, de crocodile beige, ou gris. Beaucoup de satin mordore et le soir: des sandales decoupees en cuir dore et en raphia cuivre.

Modes de Demain

On harmonise de plus en plus etroitement maintenant la ligne des robes, l'ensemble du costume feminin, a la forme de la chaussure.

Le modernisme, si raffine en tout ce qui touche a l'elegance des Parisiennes exige en surplus, que le luxe, la finesse, la coupe des chaussures, soient en complet accord avec la destination, le style et la teinte de la toilette. Il est bien entendu par exemple, qu'un tailleur simple du matin, de coupe classique, ne s' accompagnera, sous aucun pretexte, de souliers finement decoupes ou trop largement decouverts.

L'elegance a d'immuables lois qu'une femme reputee pour son chic, connait trop bien pour les transgresser.

En effet, rien n'est plus joli et artistique qu'un ensemble voulu, precieusement etudie, l'harmonie n'excluant, ni l'originalite, ni la fantaisie, au contraire!

Les chaussures suivant en leurs transformations le plus pres possible la mode; le bottier avise se preoccupera donc, des l'ouverture de la saison des caprices de la fantasque deesse aussi bien que des predelections de sa clientele.

Retour de la Joup Ample et Longue?

Les tendances printanieres sont encore mal definies. Les couturiers nous font presager: l'allongement des jupes, l'elargissement des robes, le resserrement de la taille. Pour l'instant, c'est, a la ville, le triomphe du taileur gris melange, tres simple, et de la robe droite, en serge blue marine, a broderies rouille. Le retour de la jupe ample et longue, cloche, modifierait profondement la silhouette feminine. Deja l'apres-midi et le soir, nous admirons d'amples jupes de taffetas ornees de broderies "a l'anglaise" sur transparent de teinte different qui voisinent, il faut dire, pres de souples robes de crepe de chine, droites et longues.

Si cette mode obtient la faveur des Parisiennes, elle exercera un changement interessant dans la forme des chaussures.

Les grand bottiers font depuis longtemps la chaussure, plus mince et effilee. Quelques-uns preparent dans le mystere la bottine de satin mordore, etroite et fine, souvenir des "lionnes" du Second Empire. On parle aussi du success de la botte souple, en daim ou vernis, gantant merveilleusement le pied.

Nous verrons aussi, aux plages a la mode, avec les tailleurs clairs d'ete, les chaussures de maroguin rouge vif, d'une forme toute nouvelle, variation imprevue du sabot.

Les cuirs travailles avec art peints et faconnes, fournirant egalement d'originales creations.

Un aimable et complaisant eclectisme regnera cette fois encore dans les modes et les deux silhouettes, etroite ou large, ses disputeront les succes!

Le Soulier Grand Favori

Comme tous les ans, a cette epoque, le soulier est grand favori. N'est-il pas l'indispensable complement des clairs et souples tissus? La botte, l'ete, se porte moins; seules, quelques sportives y demeurent fideles. On la voit cependant cette saison en antilope, en daim ou en gabardine, a bouts, allonges ou pointus, en vernis. Le tige de gabardine se fait en teintes claires assorties, au tailleur les teintes preferees; gris, perle, fumee, castor, suede, acajou, sable, taupe, bois, etc.

Quelques bottes se faut a guetres en daim ou gabardine craie, a bouts pointus, boutons nacre, bout, claque et garant en chevreau verni.

D'autres sont a tige de drap ou gabardine beige avec garant et claque en chevreau glace du meme ton que le tissu.

La guetre boutonne de nacre. En general la chaussure elegante est simple de coupe, retraussee de details, d'un fini parfait.

Les grandes lignes de la mode sont celles-ci: chaussures legeres, bien coupees, de ligne gracieuse, bouts effiles, talons Louis XV. Les

souliers habilles: tres fantaisistes, tres decoupes, souvent sur des transparents de cuirs de couleur.

Le bottier est devenu un veritable artiste dont les creations sont autant de merveilles!

Dans la haute fantaisie, de jolies variations executees sur un theme connu; la sandale antique!

L'apres-midi, le chevreau verni mele de chevreau mat blanc, nous offre de ravissant modeles. On voit des souliers en vernis, incrustes et ornes de pattes a damier noir et blanc ou de motifs modernes tres originalement combines. D'autres sont a multiples barrettes ou formes d'anneaux decoupes et entrelaces, decouvrant presque tout le dessus du pied (Figs. 1 and 2). Certains sont en vernis, a figures formant de legers motifs blancs semblables a une dentelle ou soulignes de liseres de chevreau blanc decoupant mieux leurs lignes capricieuses.

Le "Charles IX.," en vernis, a une ou plusieurs brides se fait enormement. Les femmes aiment ce joli soulier, qui chausse a ravid et reste cependant pratique. Selon les gouts, le genre du costume, le lieu et l'heure, on porte parfois les memes formes, en vernis, en daim, en chevreau ou satin. Une jolie fantaisie pour le footing matinal, c'est la chaussure en peau de crocodile beige bordee de grebiches d'argent formant encore de fines grecques soulignant la forme (Fig. 3). Tres jolie cette nouveaute des grebiches liserant les souliers de daim ou d'antilope, de tous clairs.

Sauf pour le voyage et pour la marche la parisienne elegante prefere le soulier. Il y a, a cela, une raison qu'elle n'avoue guere ... allez donc la faire renoncer a la joie de faire admirer la roseur exquise d'une jambe bien galbee sous l'impalpable reseau de soie transparent qu'est le bas!

A la ville, le grand chic du moment, c'est le melange de vernis, de daim ou chevreau blanc, se decoupant et s'incrustant de facon inedite; le soulier orne d'un bracelet de cuir assorti, independant de la chaussure.

Le soulier de ville—celui qui remplace la botte des l'approche de l'ete, reste toujours net et discretement elegant. On le porte avec la petite robe de serge aussi bien qu'avec le costume tailleur classique. On le fait: en vernis ou en chevreau de teinte assortie au costume.

La forme "Mousquetaire" a patte large remplace cette saisson le soulier ferme, a elastiques de cote. Il est entierement orne de figures formant motifs d'un ton different. On voit aussi l'elegant soulier, en chevreau verni, orne d'un large noeud plat en cuir verni cachant le lacage interior. Ou encore, le soulier de vernis emboitant tout le cou-de-pied et boutonne tres loin, d'un cote.

Le "Duc de Guise" en chevreau acojou, tres net et orne d'une grande boucle d'argent a aussi beaucoup de chic avec le bas "pelure d'oignon." La forme "Richelieu" se porte egalement beaucoup a la ville pour accompagner le tailleur ou la petite robe, en serge quadrillee, lisselaine ou cote de cheval.

Cette saison, le "Richelieu" subit quelques variations le talon est Louis XV., le bout pointu, son lacage, dissimute sous une large patte.

Le "Charles IX.," de daim, beige ou gris clair, a du success. On le voit aussi en vernis, porte avec le bas mordore ou en satin negre, l'apres-midi, avec les robes noires en crepe de chine ou crepe marocain.

Au theatre, le soulier decollette se fait beaucoup,—en satin mordore ou noir, talon Louis XV., garni d'une huppe en tulle ou d'une frange de plume, cette fantaisie maintenue par une boucle de pieireries.

Pour le soir, on prefere les chaussures dont les decoupures originales decouvrent presque tout le bas de soie incruste souvent de medaillons de Chantilly. Les souliers lames d'or ou d'argent se voient egalement.

Pour danser, surtout, la plus aimable fantaisie est autorisee: souliers de satin mordore, a talons rouges ou en chevreau fin, de forme inedite (Fig. 4) d'un rouge tres vif. Selon le geure de la toilette et le style adopte pour la robe du soir, on choisira parmi le mille et une creation de la mode actuelle: Le soulier pointu a empeigne courte, a brides croisees sur le dessus du pied, soulignees de liseres de chevreau blanc donnant a l'ensemble une reminiscence des modes du Second Empire.

Une autre nouveaute—soulier en vernis, orne sur le cou-de-pied d'un eventail se detachant sur un fond de couleur. La forme "Salome" (Fig. 6), soulier tres decoupe, incruste de chevreau verni de tons vifs. Le "Directoire," transparente et rehausse de daim ou de chevreau blanc. Dans tous ces modeles le rouge et le blanc dominent comme d'ailleurs dans les toilettes. Le "Salammbo"—tres en faveur—est egalement fort joli l'apres-midi. Il existe en vernis, en chevreau rouge, en crocodile, en lame or, etc. Nous le verrons encore en antilope ou en daim blanc pour l'ete. On voit aussi le soulier entierement a jours, le dessus de la chaussure finement decoupe en minces lames (Fig. 5).

A Deauville, nous admirerons la sandale Egyptienne en cuir dore, repousse, rehausse de motifs peints ou pyrograves. Elle se ferme sous un scarabee en turquoises gravees.

Puis une autre, pour le soir, en raphia dore et curieusement tresse offrant aux fantaisistes une reelle nouveaute. Ces deux creations permettront la licence aimable des pieds nus et roses.

Pour la Casino, enfin, les souliers de satin a talons de teinte differente, toutes les variations imprevues des souliers de nuances vives portes avec les claires et vaporeuses robes d'ete et alternant, le soir, avec l'harmonie des satins pales brodes d'argent et d'or!

FOOTWEAR FASHIONS

Men's welt. London last. Havana brown kid, brown kid, black kid and also in black colored calf. Tetrault Shoe Mfg. Co.

A new ball-strap model by the Corson Shoe Mfg. Co.

Men's Goodyear welt bal. In all shades colored and black calf and kid. Myles Shoe Co.

FOOTWEAR FASHIONS

Men's welt. Summit last. Chrome middle sole. Black and Colored Calf. Leather Lined. Tetrault Shoe Mfg. Co.

Men's bal with saddle-strap and perforations. John Ritchie Co.

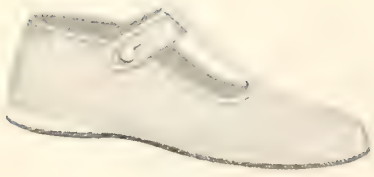
Tetrault brogue bal. Pinked and perforated, with ball strap.

FOOTWEAR FASHIONS

Growing girls' gun metal bal.
Scroggins Shoe Co.

Flexible welt. Also in lace pattern.
Sizes 1 to 11. All leathers. J. W.
Hewetson Co., Ltd.

Child's sturdy oxford.



Neat idea in kiddies' white canvas
footwear. Northern Rubber Co.

Patent ankle strap. All sizes.
Getty & Scott.

FOOTWEAR FASHIONS

A Hurlbut Misses' model.

Misses' gun metal bal. Scroggins Shoe Co.

Boy's gun metal bal. Scroggins Shoe Co.

Youth's brown calf blucher. Scroggins Shoe Co.

Growing Girls' McKay bal. Made in gun metal calf, dongola or patent vamp. Sizes 3-7. J. A. & M. Cote.

The Trend of Styles for Fall in the U.S.

Straps and Low Shoe Effects will Continue—Greater Popularity for Fancy Stitchings—More Style in Men's Eootwear

By Hollis B. Scates*

THE women's shoe business, both retail and manufacturing, is very active, due to a return of the style element. Women are well known to be most susceptible to a style appeal and with them the prices comes second to style. Hence, live merchants have shown, and are buying, the new things as fast as they appear and getting a lively business in consequence.

It must be understood that there has ceased to exist a set season's style program in the States. It is now the plan to bring out something new in the smarter factories every week or two on which immediate and future orders are taken.

The style situation for fall, 1921, is now fairly well outlined, dividing the trade into two broad classes, metropolitan cities and the urban and country trade.

Low Shoe Effects Will Continue

The low shoe effects will carry over into the next fall season, just because the women like them and a continuance of short skirts make low footwear more desirable than a boot from the standpoint of appearance. The old welt brogue Oxford with wing tips will give way to a circular Oxford with plenty of perforations, saddle and ball straps and with tip perforation in centre. Then there will be a bigger demand than ever for a somewhat plainer Oxford with less perforations for the middle aged and better class of trade. The leather in this Oxford class will be of a medium shade of tan, and this medium shade of tan will mean that more black shoes will be sold than when the call was almost entirely for the cocoa shade. The black Oxfords will be of glazed kid and bright gun metal calf. Thus we have two distinct types of women's welt Oxfords that will be sold freely. Then for extreme style demands from the younger set there will be shown many new ideas in brogue, blucher, oxford patterns, some perforated freely on quarter, tip, vamp, with and without ball strap.

Strap Pumps Good for Fall

It is now definitely known that strap pump effects will continue to be sold for the fall. In welts the style has settled down to a brogue two and one strap pump, perforated on quarter and straps. Of these the one strap style has a fairly wide strap with button, the two strap styles are made with a 3/8 inch strap for buckles on the side and 1/2 inch straps for buttons. The best selling style on this type will be a medium shade of tan calf, and a medium light shade of tan grain or boarded calf, the latter being the choice of higher grade stores. Two straps in black calf will also be sold.

Heels on welt shoes will run from 9/8 to 2 inch height. 14/8 heels will be the largest sellers, 12/8 still running strong, while the more sporty street wear styles will be in 9/8 and 10/8 heights. Cuban and military heels will still continue to be the popular shape, and there is no indication that leather Louis heels will be in demand or shown to any extent.

There will be no radical change in lasts from the present satisfactory styles of moderately narrow toes to medium toes carrying vamps of 3 5/8, 3 3/4 and 3 7/8, with 3 3/4 the most in evidence.

All the above applies to city and country trade, with low effects predominating in the cities, while in the urban sections low shoes will be sold less in pairs than boots. Boots will run 8 1/2 and 9 inches high, will be made in tans in smart walking styles of the lower heel type, some bluchers. The dressy boots will be made on lasts carrying 14/8, 15/8 and 2 inch heels, made plain and with small perforations across top and down eyelet stay and vamp. The real dress boot will be a whole quarter lace with circular vamp, plain toe and tip, and with less perforations on top and vamp, though some will be seen.

Fancy Stitching Replaces Perforation to Some Extent

In turn footwear, strap pumps will predominate of a plainer and less ornate type than we have had recently. Instead of so many perforations the high grade makers have turned to fancy stitching on quarters for decorations, sometimes three and four rows of contrasting color being used in panel designs. Cut out panels will be used, inlaid with suede leathers of a contrasting color. In turn footwear there will be a less demand for 2 1/4 inch Louis heels, being replaced by 15/8 and 16/8 Louis types, while the Baby Louis or 13/8 height will sell even more readily than at present.

The attempt to revive interest in tongue effects has so far failed and straps are what the trade is insisting on. If tongue effects do come in they will also carry a one strap design on the quarter, and there are a great number of new designs in patterns of this type.

Patent Popular in Turn Footwear

As to leathers in turn footwear, patent is coming back strong, all over patent to quite a degree, made with fancy stitching, but patent in combinations with gray and fawn, suede calf or buckskin will also be shown. All black calf and black with combinations, tan calf, with a small scattering of all gray and brown buck and suedes about complete the list of leathers that will be made in the turn footwear type.

Style Stimulus in Men's Lines

Men's footwear has suffered from style stagnation for a long period, a cocoa tan boot on an English last with close edge being the chief article of commerce in this line. This fact limited the number of pairs sold. Men found with the dark tan they could get along without a pair of dress shoes. Then came the brogue which opened the way for a livened selling campaign based on style.

So the new samples in men's shoes show really attractive and smart styles, a long range of them, and already the retail sales are showing gains through the sale of style footwear.

Tans, in a medium shade, will still lead in interest,

*Director of Design and Production, Emerson Shoe Co., Rockland, Mass.

but this fact also means that a man who wishes to be well dressed will buy a pair of black boots to go with his lighter tans. Patent leather dress shoes are one of the livest types in the States just now, and merchants are ordering freely of patent oxfords and boots.

New Tendencies in Men's Lasts

The long drawn out lasts have gone; the typical English last with us so long has a lessened demand because the brogue and other wider toes are cutting into the sale of the English last. The last shapes can be divided into four classes: a brogue English type, a new so-called French last rather long and slender with long recede and square toe, then a new set of medium toes somewhat wider than the English, and the staple wide toe shapes.

Styles show Bals with plenty of perforations on top, vamp, tip and many ball straps, very many less wing tips. Brass eyelets are being shown. Perforations are heavy and distinct. High grade lines accentuate perforations by stitching in double row each side and pinking is very much used. Bluchers are shown in many new patterns and many heavy types of oxfords.

The very high grade makers are showing the above types, but evidently knowing that the medium grade makers are playing this "doggy" type so strong they also have brought out many samples exceedingly plain and rich in design, and some of their heavy street types carry tops and vamp stitching of four close rows, the top stitched in panel shape across top and down front.

Grain leather will divide the sales with smooth calf, many imitations of Scotch grain being brought out.

A Lady Belle Oxford

Cordovan is much less shown, though stamped with the Scotch grain pebble it makes an attractive looking shoe. Black grains also show with tan.

Samples are shown more and more with eyelets in place of invisible, and more with hooks than formerly. Bottoms are being made with more attention to bringing out the lines of the last by extension edges. White stitching is sharing the honors with brown surface welt stitch and brown fudge wheel stitch. Some stitched heels are shown but more are of the broad flat type breasted square across front. Some of the new men's lasts are arched well up inside shank, and we predict that this feature will be increasingly shown, and a tendency toward a 9/8 and even 10/8 heel will finally result.

"Toronto Shoe Retailers' Assn. Requires Fuller Support of the Members" Says President

MR. Geo. St. Leger, president of the Toronto Shoe Retailers' Association, in a recent interview with "Footwear," stated his intention of resigning the office of president if the members of the association did not show a greater readiness to support their executive. "If the retailers of the city would only co-operate with us," he said, "we could accomplish a great deal for the benefit of the trade. I have been accused in some quarters of trying to force early closing upon the shoe trade in Toronto, but I may say that, while I am, and always have been, an advocate of early closing, I am not, as president of this association, wedded to that or any other idea. My sole aim, in taking office, was to carry out the wishes of the majority, but when they take no interest in their own organization, we can accomplish nothing.

"When I accepted nomination for the presidency of the association, I made the stipulation that the association link up with the Retail Merchants' Association or take some other steps that would put us in a position where we would have sufficient weight to take effective action. There are certain matters which need to be dealt with, and which we cannot, as we are situated at present, deal with effectively, and I do not intend to remain as president of this organization if the members do not give us sufficient support so that we can go ahead and do something."

Lionel Theoret Appointed Secretary Shoe Manufacturers' Assn.

MR. Lionel Theoret has been appointed Secretary of the Shoe Manufacturers' Association of Canada and will work under the direction of Mr. S. Roy Weaver, the new manager of the association. Mr. Theoret is twenty-nine years of age and was educated at Longueuil College, Longueuil, Quebec, and St. Laurent College, Montreal. After three years in the service of the Montreal Light, Heat and Power Company of Montreal, Mr. Theoret has been for ten years with the Canada Steamship Lines, Limited, at Montreal, as general investigator on claims in freight and passenger departments. He has had three years' experience in the boot and shoe industry.

Mr. Theoret will be located for the present at the temporary offices of the Shoe Manufacturers' Association, No. 6 Jordan Street, Toronto.

Mr. Weaver and Mr. Theoret are planning to go to Montreal next week to get acquainted with the shoe manufacturers there and to endeavor to get them interested in a forward movement for the industry. Following the meeting in Montreal, a similar gathering will be held in Quebec City. The newly-appointed officers are also hoping to call on manufacturers at other points in the province.

Pierre Blouin, Ltd., Move Offices

THE Montreal offices of the well-known Quebec firm of Pierre Blouin, Limited, have removed from 59 St. Peter Street to 256 Lemoine Street.

Mr. Pierre Blouin is one of "Footwear's" oldest friends, and is too well-known among leather men to need any introduction at our hands. His new premises at Lemoine Street, Montreal, are particularly easy of access and lend themselves to an effective display of the lines handled by this firm, viz: glazed kid, side leather, glove leather, and findings.

Relations Within the Footwear Industry

The Retailer's Viewpoint—Difficulties That Have Been Solved by Co-operation—How the Manufacturer Can Help Promote Better Merchandising

By Warren T. Fegan

THERE are two aspects, or viewpoints, from which the question of the relations between the manufacturer and the retailer may be considered. First, we may look at it from the standpoint of what service and co-operation the retailer may fairly expect from the manufacturer, and, secondly, what co-operation the manufacturer may look to receive from the retailer.

Speaking as one who has been closely connected with the work of the National Shoe Retailers' Association, the writer may say that he has found the manufacturers very ready to work together with us in any way that has seemed to be of benefit to the industry. The establishment of in-stock departments might be mentioned particularly in this connection. Our association felt that action along this line would be of real advantage to the trade, and took the matter up with the shoe manufacturers' association, with the result that in-stock service is now available from practically all the important concerns in the industry. This service is a most important one to the retailers. It helps them to keep their stock in better shape, and also allows of doing business on a much smaller investment. During recent weeks the in-stock departments have, perhaps, been receiving less attention than formerly, due to the Easter rush and the demand for novelties, but we are hoping that, when the industry gets into its regular stride, this in-stock service will be continued and improved upon.

As to terms, the writer cannot see how it is possible for the manufacturers to get away from pre-dating for spring and fall. If the retailer orders goods for fall at the present time, and the manufacturer ships them in to him during the summer, is it fair to expect that the retailer should pay for them upon receipt, when actually he does not require them until the fall? As a matter of fact the retailer's acceptance of the goods is a service to the manufacturer; it saves him warehouse space and insurance.

Cancellations

There has been a great deal said about cancellations, some of which would perhaps have been better left unsaid. There have been faults on both sides. Many retailers undoubtedly took an unfair advantage of the manufacturers, but the writer would be very loath to believe that the retail trade as a whole has been guilty of the abuses which have been laid to their charge in some quarters. If the matter were thoroughly investigated, I believe it would be shown that the actual percentage of orders cancelled, or goods returned, without just cause, was very small.

The travellers, though fine fellows, are all anxious to make big sales, and sometimes they are not very explicit in taking orders; sometimes promises are made which the factory is not able to fulfill. This does seem a very important point—that promises should not be made which cannot be lived up to. The retailer is justified in returning goods or cancelling orders if the goods do not arrive in time to take care of the trade for which he ordered them. The failure to receive the goods by the date specified is sufficient detriment to his business, without further burdening himself with shoes when he has no use for them.

There is another phase of this question which is quite generally overlooked. It has been the writer's experience that previous to last midsummer, goods were being shipped by the manufacturers which were not up to standard. The manufacturers shipped goods which they had no right to ship, and the retailers accepted goods which they had no right to accept. The market was rising and the average shoe merchant was so anxious to take advantage of this condition that he took goods into stock which under normal circumstances would have been promptly returned. A considerable percentage of the shoes turned out were lacking both in finish and workmanship. Quality had given place to quantity in many instances, due to the fact that the manufacturers had more orders than they could efficiently handle. The inevitable result was that, when the tide turned, many retailers found themselves with goods on their hands which had not only been bought at high prices, but which were below the standard they were accustomed to expect in Canadian-made footwear, and a certain amount of shoes was consequently returned.

It is very noticeable that there has been during the last year a wonderful improvement in the quality of the footwear being turned out, both in respect of finish and workmanship. We are now receiving much superior goods at considerably lower prices as compared with a year ago—a condition which should certainly help very materially in bringing the industry back to a normal prosperity.

"Dumping"

In the matter of "dumping," the retailers, particularly in certain Ontario cities, had a serious grievance, and a certain amount of "feeling" was stirred up as a result. When our association approached the manufacturers in this connection, however, they were very frank with us and showed a readiness to co-operate which was very gratifying. The "dumping" evil has now been curbed to such an extent that it is not seriously menacing the legitimate shoe retail trade to any extent.

In conclusion, the writer takes the liberty of making a suggestion which, if acted upon by the manufacturers, would, he feels sure, result to the advantage of the industry as a whole: The manufacturers, personally, should get closer to their customers. The business of the salesman,—who, at the present time, is the only real connecting link between manufacturer and retailer—is to sell goods, or that, at least, is the viewpoint that many salesmen take. But, if the industry is to be efficient, it is necessary that the manufacturer should take a greater interest in his customers than merely taking their orders and shipping them shoes. Would it not be practicable and feasible for the manufacturer himself to get out and visit the retail trade once or twice a year? He would have the opportunity to study the condition of the retail trade at first hand; he would make friendships with his customers; he would get their viewpoint, and he could give them

his. The trouble in the recent past has been partly due to the fact that the manufacturers have been ignorant of the real conditions in the retail trade. They have been paying expert salesmen to sell goods to retailers who, in many cases, were already overstocked. True, it may be said that it was up to the retailer to buy wisely, but conditions have proved that it is also up to the manufacturer to sell wisely. A great many retailers simply bought because everyone was buying. The salesman was optimistic; he could tell how Jim Jones was buying heavily in cross-straps, and John Robinson had made a pretty good thing on suedes; now was the time to buy before prices took another jump, he felt sure. The retailer caught the same spirit and he continued buying when he should have been reducing stock. The results of this condition are now only too apparent.

Would it not be a safer and wiser policy for the manufacturer to take thorough cognizance of the situation by getting in personal touch with the retailer once or twice in the year, rather than giving his salesmen carte blanche to sell all the goods they can persuade the retailer to order? It is part of the manufacturer's responsibility to give his customers sound advice. There are many shoe merchants who depend largely on the firms with whom they deal to give them the "right dope" on the condition of the market. The manufacturer who will advise them honestly and wisely will undoubtedly gain their confidence and hold their custom. It is to the interest of the industry as a whole that the retail trade should be in a healthy condition, and the manufacturers can do a great deal to help the situation if they will keep in close personal touch with their customers.

Methods of Building Up a Family Trade

By J. W. Jupp

WHEN catering to the family trade it is imperative that the shoe merchant use great care in the choice of lines of merchandise most suited to the community in which his store is located. And with this class of trade the number of lines will most likely be of necessity considerably increased—particularly in the ranges of infants', girls' and boys'.

The children's department is one of the corner stones of a business of this nature, and while appearing in some ways to add a good deal to the work, the writer has always felt it an effort worth while, and feels sure it will well repay one for the extra trouble. If it is possible to have this department somewhat isolated from the others, even though it may be on the same selling floor, it always appears to make a very live and interesting one. The merchant should not overlook its very great drawing possibilities and ultimate net returns. A satisfied child is a living advertisement.

The Importance of the Salesman.

Make sure your sales staff are of a most efficient and obliging nature. The merchant should endeavor to make as few changes in his personnel as possible, as a customer will naturally lean to some one or the other of the salesmen on account of individual qualities that appeal to him. Give them certain scope for the settling of any of the slight adjustments cropping up from time to time as they are very often more easily attended to by them than by having them referred to the proprietor himself.

The receiving of one's customers means a very great deal. If the retailer can address them by their proper names it creates a very marked degree of confidence coupled with the feeling that there is a greater personal interest taken in them.

Marking of Goods

Have selling price of goods marked in plain figures, and make it an imperative rule that the marked price must be strictly adhered to, even though you may fall occasionally. This rule once broken through by certain customers is very difficult to establish again, and not only that, but their confidence in you and your mode of doing business is badly shaken.

Make it one price always and that for all.

Take every opportunity to casually show any of the new lines just arriving that you feel your customer would be interested in. Even though it may not appeal, it will most likely draw forth an inquiry from the customer on some line of his or her own fancy though she may not be wanting to purchase immediately.

Refunds and Exchanges

Refunds and exchanges have always been more or less a vexed question, but the writer is free to admit that, while at times it may look like imposition or abuse, it is best to satisfy always. It seems the proper policy to make refunds and exchanges as cheerful a feature of one's every day business as is humanly possible, which cannot but ultimately result in one's favor.

A feature quite often questioned is the approval or charge account. This, in some instances, may be found objectionable although it should be possible to arrange it quite satisfactorily, and it naturally adds a still further tie to the many others that hold your family trade. Just at the present time there seems to be considerably less demand for charging, and possibly it might be an opportune time for cutting down on it very materially. The writer himself has been more than gratified by the way in which it has been possible to reduce the number of charge accounts.

As to Advertising

Make any advertising you do ring with sincerity and truth, being most careful to back it up with goods of undoubted quality and value, always have in mind the ultimate satisfaction to your customer of the goods purchased, and back them up with your individual guarantee.

If he is to build up a family trade the shoe merchant must take pride in serving his customers. He must gain their respect and confidence so that as the years go by he will build up a wide circle of friends for himself and his store. Happy relations with one's customers makes the day's work more pleasant as well as creating opportunities for doing bigger business.

Show Card Writing — Talk No. 3

This is the third of Footwear's Series of illustrated talks on modern show card writing. The author of these talks has had wide experience in show card work and we know our readers will take keen interest in the talks as they appear. Inquiries to our card-writing department will be welcomed and questions pertaining to show card work will be promptly answered. We suggest that these talks be preserved and filed together for future reference.

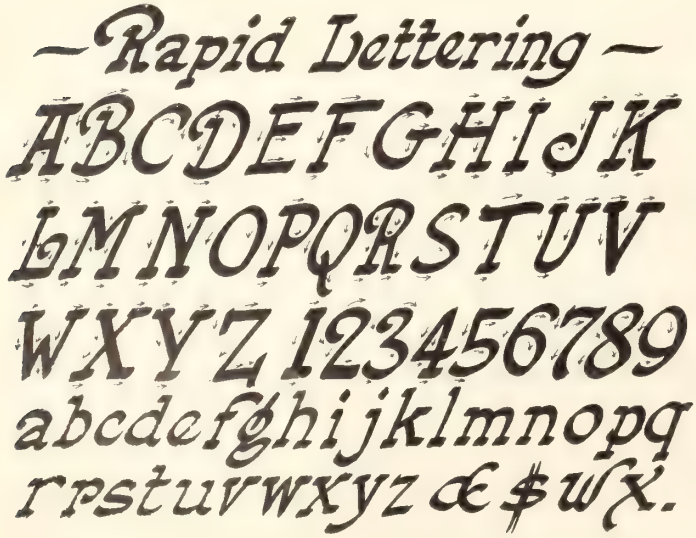
THE alphabet illustrated here will be found particularly useful for all kinds of rapid work. Occasionally the card writer is called upon to produce a large number of cards on short notice—for example, when many temporary signs are needed for a shoe sale. As many of the regularly used alphabets would require too much time this rapid lettering alphabet will be found useful and practical.

While the effect is quite passable on a card lettered with this alphabet—as the card illustrated will show—most card-writers consider the use of these rapid letters permissible on work which must be turned out in a hurry.

As we begin the practice of this alphabet the most important thing to remember is that the brush remains in the same position whether straight lines or curved strokes are being made. With the brush filled with paint and worked out to a sharp chisel shaped end begin with the first stroke of the letter "A." Use only the narrow side of the brush when making this first stroke. Now try the stroke on the right side; then cap off the top, paint the cross stroke and finish the letter with the bottom strokes.

It will at once be noticed that the cross strokes are much wider than the down strokes, when made with the brush held firm in the hand without being allowed to turn sideways. However, this is the peculiar feature of this alphabet and while they lack in finished appearance, the letters have the decided advantage that they can be rapidly executed. Good card-writers often make letters similar to these as fast as they can write with a pen.

It will be noticed too that the curves of the various letters show this very thickness which the brush in the firm position in the hand gives. Practise the various letters individually till each is mastered. Become familiar with the capital letters before attempting the lower case letters. It is suggested in practising these letters that parallel lines about one inch and a half apart be made on the practising paper or card. Keep the letters between these two lines. As the hand becomes steady and the letters look fairly accurate, try some smaller and then larger letters of the same style.



Naturally the first attempts will look a bit shakey and are bound to be somewhat discouraging but remember we are working on brush stroke lettering so don't go back over your work to fix things up. Keep the brush in the same position in doing the curves as well as the straight lines, so that you can shade from the broad to the thin edge with a single stroke of the brush.

Don't be overcareful. Your letters will be somewhat uneven and irregular at first, but keep at it until you can write the letters off with a dash. This will make your finished cards more attractive than if made with short hesitating, painstaking strokes.

This alphabet allows many variations in the form of the different letters and with a little observation and experimenting any number of minor changes can be worked in to give the card a finished and attractive appearance.

How the Other Fellow Does It

With this issue we start a department of merchandising kinks to help increase footwear sales. A prize of $5.00 is offered each month for the best sales story, window display scheme, or advertising idea submitted. Contributions to this department should not exceed 1,000 words.

Vaudeville Star Helps Sell Shoes for Ottawa Merchant

"STUNT" advertising as a practice is frowned upon by students of modern merchandising methods, but at the same time they admit that an occasional unusual means of obtaining attention and discussion is frequently very effective. The subject is a debatable one, with many excellent arguments for either side, but it is not the purpose of this story to discuss the subject at large; the intention is merely to attract the attention of readers to a successful "stunt" recently conducted by a progressive boot and shoe dealer whose plan can be worked, with variations in almost any town or city in Canada.

The footwear firm in question is Code-Carkner, Ottawa. The modus operandi was as follows:

Included among the acts at an Ottawa vaudeville house recently was one featuring Vera Burt, a well-known player on the variety stage. It happens that she is the possessor of a very small foot, a 1½-C providing accommodation for her pedal extremities. Mr. Howard Carkner became aware of this fact through a friend on the staff of the theatre, and he decided to make good use of the circumstance.

This progressive merchant immediately got in touch with the manager of the theatre, and volunteered to supply a fine pair of pumps of Miss Burt's size to any Ottawa lady who could wear them —provided the theatre would make a feature of the event at a matinee some day during the week.

The manager literally jumped at the chance to have the added attraction at little cost to himself. He ran special advertisements announcing that Miss Burt would award a pair of beautiful Code-Carkner dancing pumps to the first lady applying for them "back stage," following the appearance of the actress at a Friday matinee. Incidentally, he did this "right" in the papers, paying a higher rate than usual to obtain special positions for the advertisements.

The ads. aroused much interest in the event, but they provided only part of the publicity obtained for the Code-Carkner firm. For two days prior to the event, Mr. Carkner placed the pumps in the foreground of his window, on a small pedestal, together with an attractive photograph of Miss Burt, and a card reading:

CAN YOU WEAR
HER SHOES?

This is dainty Miss Vera Burt, who is featured at Loew's this week with the Virginia Steppers

Miss Burt will present this beautiful pair of

CODE-CARKNER DANCING PUMPS

to the first lady whose feet they will fit at the

FRIDAY MATINEE

The advertisement in the papers and the window display caused no end of talk—and it was by no means confined to members of the fair sex. A large proportion of the population of Ottawa speculated concerning the size of that pair of pumps in Code-Carkner's window, and some of them, seeking to steal a march, phoned the theatre to inquire concerning the size of Miss Burt's foot—but the manager, naturally, was not giving away any information. Every one, of course, recognized the fact that the pumps were small.

Following the performance of her usual routine at the theatre on the Friday afternoon in question, Miss Burt announced that ladies who thought they could wear the Code-Carkner pumps which she displayed were invited to proceed up on the stage and to the Green Room, where the fitting would take place; the first one able to wear them would be given the pumps.

It was not expected that there would be many applicants, but no less than twenty women with small feet made their way to the stage, and among their number were two whom the pumps fitted. When this fact was made known, the theatre manager, who was delighted with the success of the stunt, volunteered to supply a second pair—and everyone was happy.

A notable feature of the entire event was the fact that its success was not militated against by such a factor as would have detracted from it had applicants been required to be fitted on the stage in public view. This fact was made clear in the advertisments, and no doubt contributed materially to the success of the stunt, which caused the name, Code-Carkner, to be on many a tongue during the week in question.

The beauty of this stunt is the fact that it can be adapted to almost any circumstance, not requiring the co-operation of a theatre. For instance, a boot and shoe store could display a tiny pair of shoes or pumps in its window; with an announcement that they would be presented to the first applicant able to wear

An unusual method of calling attention to a shoe display was recently used by a Western retailer. On one side of his window was a pair of shoes with a piece of well-browned toast placed on top, and a small tag established the connection between these seemingly incongruous commodities, by pointing out to the passer-by that these shoes were "As warm as toast—Price $10.00." On the other side of the window was a shoe with a well-polished turkey bone set on top, a ticket being attached which read, "Dry as a bone—Price $11.50."

them. Afterwards, an announcement giving the name of the winner would provide "the answer" and much talk—for few women object to letting "the world" know that they have small feet. Or it might be worked in connection with an amateur theatrical event, the girl with the smallest foot of all over a certain age to be presented a pair of boots, shoes or pumps.

Let us know how you are able to use this idea.

A shoe store down in Hartford has a unique method of providing space for stock on the ground floor. There is one row of double width shelving, with cartons on either side, running parallel with the wall, but apart from it, and another row of shelving against the wall. The two rows are separated by an aisle two feet wide, and there are three entrances through the first row to this aisle. Thus three rows of cartons are conveniently located in a small area.

A Shoe in a Box

A window dresser made a box, about 2 feet by 4 feet, covered it with display material, and set it on a pedestal in the middle of his store window. He put a strong incandescent lamp in the box, and it acted like a spotlight. It seemed a successful means for attracting particular attention to one special shoe.

Effective Window Demonstration

A Southern retailer recently staged a demonstration of moccasin making in his store window. It proved very effective in attracting the attention of the public and drew considerable business to the store.

"Close-Up" Display Attracts Attention

One of the most striking shoe window displays seen in Toronto during Easter Week was that of one of the large department stores. This display demonstrated what excellent effects can, with the proper equipment and the use of originality, be arranged in comparatively small space. For, while the window is a very large one, the actual space occupied by the display was only about 9 ft. wide by 3 ft. deep. It took up one-half the width of the window and was set high, over 3 ft. from the sidewalk, and right close to the window. The effect thus obtained was similar to that obtained by a close-up in the movies, being all the more striking due to the fact that the public have been accustomed to see more extensive displays occupying the whole of the large window.

The ground of the display was of velvet, in a violet shade, and at the rear were two steps draped with rose-colored satin. This draping of the rose satin over the deep-toned velvet produced a very rich effect, but perhaps the feature which made the trim so striking was a canopy of mauve silk extending the full width of the display and containing electric lamps which shed a soft light on the dainty footwear beneath. Small walnut display fixtures were used, and a couple of handsome handbags and strings of beads were placed with careful carelessness as foils to set off the footwear. The background of the trim was a plush curtain suspended by rings from a pole.

A feature of the model shoe store at the Milwaukee convention was a fitting stick which is hidden when not in use, in a slot in the foot rest of the stool.

Scheme for Keeping Track of Customers

A BOSTON shoeman, who is a strong believer in following up customers, has worked out a system for keeping on their trail which is worth describing:

When the salesman obtains the name and address of a customer it is written on the sale slip and when it reaches the office a card is filled out for the customer, and then filed, showing not only the name and address but also the kind of shoe bought, the price and other information. Before the card is filed a colored tab is attached showing at a glance the month in which the sale was made.

At the same time the stenographer in the office fills in the name and address of the customer on a form letter thanking the customer for the purchase, expressing the hope that the shoes will be satisfactory in every respect and if they are not that they will be returned so that they may be made right. The letter closes with an expression of good will and is personally signed by the proprietor. All letters are dated ahead two weeks and are filed for that length of time, when they are sent out. In the opinion of Mr. Pidgeon a letter received by the purchaser two weeks after the shoes were bought is more effective than it would be if received within a day or two.

When a period of seven months has elapsed, if the card shows that the customer has not made a second purchase, another letter is sent, expressing the hope that the shoes proved satisfactory and that the customer's patronage will be continued.

Two Examples of a line of flexible welt, repairable, form-fitting slippers, recently placed on the market by the Corson Shoe Mfg. Co.

If everyone would "do his bit" of association work, many obstacles on the road of progress would be easily shifted. The N.S.R.A. needs your help

Canadian Wholesalers of Specialty Shoes

A NEW departure in the Canadian footwear industry is the establishment of a wholesale concern to handle specialty shoes exclusively. The name of the company which is striking out along this line is the York Shoe Company, 110 Wellington St. W., Toronto, which has just recently been incorporated. Mr. A. J. Schlueter, the manager of this new company, was formerly with the Brown Shoe Co., of St. Louis, Mo., and is well-known to the shoe trade of the States. He declares his intention to furnish the shoe retailers of Canada with a service in the specialty shoe line which hitherto has not been available in this country.

A. H. M. Rubber Goods Plant Busy

IT is refreshing to hear of plants working overtime these days. Such is the case with the Ames-Holden-McCready rubber footwear factory in Kitchener, Ont. The company is operating night and day, and their entire output of 1,000 pairs daily is practically covered by waiting orders.

The lighter grades of footwear are not manufactured in the Kitchener plant, the staff here specializing on the heavier goods, for farmers, lumbermen, prospectors, etc., such as knee and hip boots, heavy rubbers and overshoes. They also produce a lighter style of knee boot for misses and children.

Mr. P. Y. Smiley is in charge of the plant, and since taking over this work, he has reorganized the business. What success he has obtained is indicated by the rapidly increasing production and expanding business.

Canadian Footwear Co. Extend Operations

THE Canadian Footwear Co., Ltd., Montreal, have recently decided to extend their operations by going into the manufacture of welts and turns. Their production was formerly limited to McKays for women, misses and children. Their intention now is to turn out a popular-priced shoe with a high-class finish, which they believe, will meet a demand that is becoming more marked every day.

The company has recently engaged a new superintendent, Mr. J. E. Noran, who is well qualified to take charge of the production of this class of footwear. Mr. Noran was formerly with the Smardon Shoe Co.

Activities of United Last Co.

Despite the fact that the shoe industry has been far from brisk, the United Last Company, Limited, Maisonneuve, P.Q., has had a fair amount of work in hand. Lately business has picked up in a very appreciable manner, and the factory is now quite busy. Mr. Irving C. Paul, late of New York, is in charge of the upper pattern department. Mr. Paul has had a very wide experience in this department of last making, and his work bears the hall mark of that experience.

Style Trend in Mid-Western States

Greys Popular But May Weaken Toward Fall—Novelty Oxfords for Summer —Straps in Favor

From Our Chicago Office

WITH each passing season it would seem that styles in women's footwear have reached that point of trimness and perfection which cannot be improved upon. The new creations which travellers are now taking with them on their calls among the trade are smart and different to a degree that will appeal to every feminine taste. Very complete lines are being shown from the ultra stylish to the more conservative models.

Ladies' footwear for spring has shown a strong tendency to grays, suedes having been very popular. Indications are that this color will lose in popularity for summer and fall, although there will be enough of the late buyers to enable the merchant to dispose of his stocks.

Novelties in oxfords will make a strong bid for popularity this summer. There are many pleasing sport effects being shown by manufacturers, suited to every taste. There is the very chic combination of fawn buckskin with a heavily perforated russia calf ball strap—still other sport effects with combination of white canvas with Russia calf, black kid or patent leather trimmings. Straps will be very popular and so will the sensible military heel.

All shades of brown are popular, particularly lighter shades in the calf skins, but dark shades will remain for kid leathers.

Fall will see a big demand for oxfords in ladies' footwear. All shades of leather will be popular, particularly heavily perforated russia calf with imitation ball straps; Havana brown kid will also be good. There will be a tendency toward combination effects with patent and other leathers predominating, and satins and suedes in revised colors. The Baby Louis heel will be featured.

Styles in footwear for men show some changes. Brogues are still popular and a narrow, square toe seems to be the trend for summer and fall. Oxfords are coming more generally into favor. As in ladies' styles, ball and saddle straps will prevail. Two-tone effects will not be popular and there is a trend toward lighter shades of brown leathers.

Regina Merchants Stage Style Show During Easter Week

MARCH 21 to 26 was Regina's first "Shoe Style Week." It was the occasion of a display of shoe styles unprecedented in the Saskatchewan capital, and the shoe business received very prominent and effective publicity. Eight Regina shoe merchants got together on the proposition — the Regina Trading Co., J. T. Lawson, R. H. Williams & Sons, Ltd., Loggies, Ltd., Paddock's Boot Shop, Engel Bros., the Quality Shoe Store, and the Yale Shoe Store. These concerns organized a co-operative advertising campaign, and put across a message to the people of their city in a way that individual effort could never have accomplished with the same expenditure of money and effort. The first advertisements were in the way of interest-arousers. "It's Coming—Regina's First Shoe Style Show," was the prominent announcement which appeared in the newspapers in the week previous to the show, with a handsome model, clad in silk tights and draperies, as an eye-catcher. A later ad., whose connection with the former was made clear by the illustration of the same model, was headed, "A High Resolve to Serve," and proceeded as follows: "Resolved—That the retail shoe merchants of Regina pledge themselves to promote a betterment of distribution of merchandise in the right styles and at fair prices, so that the public may be more efficiently and economically served.

"Further—That we merchants, being desirous of encouraging more economic sanity in all lines of business, pledge ourselves to assist in establishing confidence and to encourage purchases for the best utility and thereby make a real contribution towards normal prosperity."

This ad. was signed by the merchants mentioned above.

Then on the first day of the "Shoe Style Week" a double page spread appeared in which each retailer took space and made his individual announcement. At the top was an artistic decoration into which the word "Easter" was worked, and just below, a headline in large type, "Shoe Style Show," and a general announcement, as follows: "Easter! It's right before you; it beckons us for early participation. We admonish footwear seekers to select early. The reasons are obvious. The shoe stores advertised below are fully prepared with Shoedom's latest styles for a bounteous Easter. They are replete with the finest footwear for Regina's first shoe style show, and their helpful service of suggestion and counsel are at the command of footwear shoppers. Regina's first shoe style week, March 21 to 26, when authentic styles will be given prominence, and the new lower-price level established."

Here is an example of real co-operation which gave a stimulus to the shoe business in Regina which could not so well or so easily have been effected in any other way. It is safe to say that while this is the first time the Regina shoe merchants have undertaken a campaign of this kind, it will not be the last, and the shoemen in other cities could follow their example with benefit.

Fifty-Fifty on Straps and Oxfords for Fall —Manufacturer Believes

Relative to the style trend for Fall, a well-known Cincinnati shoe manufacturing concern have written "Footwear" as follows:

We anticipate that our business will come in on a basis of about fifty per cent. oxfords, principally in brown calf, brown side and brown kid, carrying heels from one inch to an inch and three quarters in height. The other 50% we anticipate will be on one and two strap patterns, principally in brown calf, brown side and brown kid, virtually the greater portion of them carrying military and cuban heel effects, ranging in height from about an inch and a quarter to an inch and three quarters.

We will, of course, get a certain percentage of baby Louis heel business, and high Louis heels, in fact, we presume we will do more for Fall on the Louis effects than we have for Spring; but the trend is not decidedly strong on Louis heels as yet.

The writer was in the eastern market last week, and finds there is some little demand for patent leather low shoes, principally in strap effects, but we cannot

tell as to whether this is being fostered by the tanners who make this material or not.

Up to the present time we have had no demand from the dealers whatever for this material, and while it might grow as the season progresses, we must take the dear public into consideration, and maybe the girls are not as much interested in it as we are led to believe.

We do, however, expect to feature possibly about ten new samples showing this material, not wanting to be "scooped" in case there is a demand.

Expect Buckles Will be Short-lived

There is no doubt but what straps will sell readily for Fall, both for street wear, and in lighter effects for evening wear, but we presume that at least ninety per cent. of the business for Fall will be on buttons rather than buckles.

Experience has taught us that where we get into a radical style such as buckle effects, they are, as a rule, short-lived, and we would not care to have any buckle strap patterns even in our stock department as late as June, let alone next Fall.

However, there is a rather peculiar thing regarding the style trend. We may sell a great many of our dealers at least eighty to ninety per cent. of all the pairs they will buy in low effects—but if we should have a very early Fall, coupled with bad weather, it is liable to upset the "dope" altogether, and the dealer would find himself short of boots, principally in military and cuban heels. So we are only giving you our opinion for what it is worth, for many things might happen in the next sixty to ninety days to upset any plans we might put into effect, after giving the matter the most sober thought.

The Outlook in Leathers

A Season of Colored Footwear—Orders for Kid Shoes 75% in Brown Shades—Scarcity of High-Grade Skins

IN my opinion, we may certainly look forward to a season of colored footwear." This sums up the view of Mr. W. A. Lane, of the Citadel Leather Company, Montreal, who with Mr. J. A. Scott, of Quebec, recently paid a visit to Philadelphia and New York in order to get a line on conditions as they affect the leather market, and the coming season.

In an interview with a representative of "Footwear," Mr. Lane stated, "We found there is a great scarcity of high class goat skins, from India and China—skins adapted for colored leather. There is also a great scarcity of high grade kid leathers in black. The chief demand is for fancy colors, which require the best grade of raw skins. The general impression is that colored stock will be in great demand during the summer and next fall, and that Havana browns will be the big sellers. Seventy-five per cent. of the orders coming into the shoe factories making kid shoes is for brown goods, with a certain amount of gray and white kid. The production in kid shoe factories is about 30% of normal, and of this 25% is for colored goods. The tanneries are working more and more on colored leathers, some of the largest devoting their entire attention to Havana browns.

"As to prices, raw skins of the best class out of China and India have advanced lately. With the great demand for fancy leathers, there is, I think, no chance of lower prices, The top grades of brown leathers are quoted from 90c to $1.20 per foot according to tannage and the quality of the raw material.

"The goods for fall will be made up into low shoes—oxfords and pumps. There is hardly an order for high cut shoes coming into the factories making the best class goods for women. Strap effects, with buckles and buttons, made in two tone effects, are now in chief vogue. There is also a demand for shoes with patent leather vamps and gray quarters."

Demand for Colored Calf in Lighter Shades—Call for Blacks Later

MR. Louis Daoust, of Daoust, Lalonde and Co., Limited, Montreal, has just returned from a trip to the principal shoe centres of the United States. His impressions gathered on that visit were given to a representative of "Footwear." "I think," he said, "that the chief demand is for shoes made of colored calf leather in the lighter shades—that is judging from what I saw in the large factories I visited. Later I believe we shall see a call for blacks, the reason being that these light shoes are only fitted for good weather; women will therefore be compelled to buy blacks for use under unfavorable weather conditions.

"In men's, I noticed a demand for heavy oxfords in Scotch grain leather. Brogues are still popular for men and women, but instead of the long wing top, they are being made with a straight tip with many perforations.

"Business in the United States is slowly reviving, and the manufacturers are optimistic, although the general opinion is that trade will not get back to normal until the spring of 1922.

"With regard to prices of leather, the chief improvement is in grades for which there is the largest call. In choice selections in the popular leathers it is difficult to get great quantities. Leather merchants seem to be out of No. 1, due to the demand, but there are ample supplies of No. 2 and No. 3. Retail stores are still keeping up the price of their goods."

Rubber Footwear Catalogue

A very fine catalogue of rubber footwear has been recently issued by Ames-Holden-McCready, Limited. It represents a complete line of rubber footwear from the "All White" Rock Steel boot for the roughest and hardest wear, right down to the tiny "Snowflake" for Canadian kiddies. The tennis and sports goods shown include a number of snappy models. This is a catalogue in which every retailer will be interested.

Uniform Wording on Shoe Orders

AT a meeting held in Montreal on March 8, the Board of Directors of the Shoe Manufacturers' Association of Canada unanimously decided to ask the shoe manufacturers of Canada to stamp upon all orders, whether for jobbers or retailers, the following notation:

"This order becomes a binding contract upon acceptance by the vendor's office and goods will be shipped at prices and terms herein stipulated."

As it is considered of vital importance that this

uniform wording should be universally adopted throughout the Dominion, a rubber stamp bearing the same has been sent to every Canadian shoe manufacturing concern. It is hoped that this action will be effective in rectifying abuses in the matter of cancellations and returns.

Leather Men in Hockey Contest

THE Beardmore & Company, Acton, hockey team visited Toronto on Friday, March 18, to meet the Clarke and Clarke team, of this city at the Arena. The sole leather men brought with them "moral support" to the number of two hundred and fifty, and a fast and interesting game was staged. The Clarke outfit had the best of it, though their opponents made a creditable showing. It was alleged that the former team was strengthened up with De La Salle players, and that their victory was, in some measure, due to that fact.

Following the game, Beardmore & Company's Toronto employees took charge of the co-workers from Acton, banqueting them at Parkdale Assembly Hall, after which a very successful dance and euchre was held.

During the evening, the staff was honored by the presence of Messrs. G. W. Beardmore, A. O. Beardmore and F. N. Beardmore. Mr. G. W. Beardmore, after a few appropriate remarks, presented the prizes to the winning bowlers in the Toronto Employees' Bowling League.

The winning team was that of the Findings men—J. Morton, captain; G. Hayward, W. Klein, S. Edwards, A. Martin. Won twenty and lost four games. High average man, J. Morton, 192; high three games, E. Lewis, 579; high single score, W. Klein, 273. High men on each team: Kids, H. Martin; Chrome, F. Hall; Belting, A. Young; Harness, W. Slean; Hemlocks, A. Harding; Starrs, D. Prentice; Oaks, G. Avison; Findings, W. Klein; Lions, N. Robinson; Upper, H. Biffin.

New White Shoe Cleaner

A NEW white shoe cleaner, known as "Sno-White," has recently been placed on the Canadian market. This product, the makers state, is made to erase the dirt from the shoe, not to cover it up. It comes in a small bag or package, and the method of using is simply to rub the bag over the dirt-soiled shoes. Grass stains, it is claimed, are readily removed by dipping the bag in water, and the rubbing the stains. In the case of grease or oil stains, the bag is dipped in gasoline and then applied to the shoe.

"Sno-White," the manufacturers assert, can be used on any white goods except silk, leaves the shoe soft, and does not shrink canvas.

Some Essentials in Salesmanship

"SALESMANSHIP," was the subject of an interesting address delivered by Mr. Peter Doig recently before the Montreal Publicity Association. Mr. Doig pointed out the main factors in achieving success in this line of endeavor. The physical condition of salesmen and their personal appearance and conduct were matters of prime importance. They must keep themselves in the best possible health in order that they might master all the elements of resourcefulness necessary to creating and maintaining markets. By the appearance and bearing of the salesman, customers were wont to judge the house of which he was the representative.

Another requisite qualification was the cultivation of the habit of saving and the attainment of a financial independence, in that they bred self-respect and confidence and placed the salesman on an equal footing with the customer on whom he was calling.

Dealing directly with the art of salesmanship, the speaker emphasized the necessity of cultivating forbearance and patience in relations with difficult customers; he urged the gradual development of close intimacy from first acquaintance and advocated friendly calls between seasons in order that social intercourse might create conditions of mutual benefit.

Commercial houses should make it a point to see that their representatives made a careful study of the lines carried and should take all steps to ensure their loyalty. It was better, he said, to send a "greenhorn" out on the road rather than an experienced man with a "grouch."

Quality and Class in Canadian Footwear

By Joseph Daoust
President of Shoe Manufacturers' Association of Canada.

Our Finance Minister, Sir Henry Drayton, said a few days ago in a speech that Canada would be bankrupt if the Canadian people should contine to buy so many goods from our cousins to the South. Sir Henry Drayton emphasized his remarks by stating that the war expenditures, the pensions and the railway deficits were very big problems in themselves; the adverse trade balance with the United States was going on the increase all the time and the loss to the country in exchange alone amounted to several millions every year.

He very wisely advised that we should stop importing goods and confine our purchases to "Made in Canada" manufactures.

This advice should be followed more particularly on shoes as the Canadian public can find in Canadian shoes quality equal to any; styles excelled by none; and prices better than any, quality for quality.

For the last ten years or so, we have seen Canadian manufacturers specializing on certain grades of shoes which were previously imported from the United States and these manufacturers are now making shoes on the latest styles, and in all widths to fit any foot. So then if it were necessary to buy American shoes a few years ago, it is not to-day, as these same shoes are being made right here in Canada.

In conclusion, let me say that we would show more patriotism in buying "Made in Canada" shoes; would give work to our people; would help to right the exchange situation, and moreover, would show appreciation to our shoe manufacturers in their efforts to make good, reliable and classy shoes.

Striking Right Note in Window Displays

Cleanliness Next to Godliness—Display Work Should be Part of Weekly Programme—Getting the Interest of the Clerk

By A. Daoust

MOST shoemen no doubt have the window display in mind all the time, but trimming windows convincingly and attractively isn't an easy task and requires lots of effort on the part of the clerk or the merchant himself to obtain good results. To strike the right note in window display in times like these will require more effort, more constant changes and things done differently all the time in order to stimulate business. We are all too easily led into a rut, and while business was easy, keeping in the rut didn't seem to do much harm until we got in too deep and stayed in too long, but when times are hard is when a live merchant realizes that he must give his window constant care. It would be impossible to advise a merchant just as to what he should do with his windows to strike the proper note; what would be the proper note for some would be quite ineffective in other instances, but what is needed at all times in window trimming is spotless windows, spotless shoes in them, well lasted and shown at angles

Mr. A. Daoust, of Daoust & Vigneault, Montreal. Has been in shoe game all his life and does extensive business in east end of city. Formerly window dresser for Geo. Gales & Co.

that are advantageous, good lighting, neat price tickets and show cards, and a study of good taste,—something that a lot of people can cultivate if they try. Open a new store and what will the public see first of your methods to judge you? The way your store front looks—inviting or ordinary, in good taste or carelessly done. A careless window suggests careless methods. How can a merchant inspire confidence when his methods shown through the eye of his store are careless? Real "class" in good window trimming means care in small things. No matter how humble the window may be, what is put in it must be arranged carefully; woodwork in windows kept well painted and everything shining. Windows should be cleaned every week of the year, otherwise they look smokey and the shoes look dusty. Striking the proper note in windows is not harder than striking the proper note in your business; constant care and study alone will bring success.

The rules of window trimming are the same in a town of two thousand inhabitants as they are in a large city. Clean attractive windows will bring good results anywhere; merchandise properly displayed is half sold and if you take the time to investigate you will find that the firms that have made money in any retail business are those who have made a good impression on the public by the appearance of their store. Windows can be compared to an individual. If you meet a friend you haven't seen for a long time and he looks shabby, he leaves you with the idea that he isn't successful, though possibly he may be, and on the other hand the well-dressed fellow may be a "dead beat," but at the same time he leaves a good impression. In the same way your windows impress the general public more than anything else. Some have old-fashioned ideas about this subject and think that if they make things too nice they are getting too high class and the public will fear that their prices will be higher than the other fellow. Forget this "bunk"; we are all looking for a man we can rely on when buying—whether shoes, meat, groceries or clothing. Even the stores selling trash spend lots of energy and time on their windows. Don't lie awake thinking of your business but lie a little awake for your windows. Then your business will progress.

Striking the proper note simply means striking a habit that will make the window display work a part of a weekly programme without any relaxation. One can no more afford to stop his efforts along this line than he can afford to neglect his business no matter on how solid a foundation he may be. The shoe merchant should try to have his clerks take interest in the work, and spend a little money on his windows to encourage them. Money spent in windows is bound to bring results.

The writer knew a case several years ago, while living in a small town near New York. The population was only 1,200 inhabitants; one store at this time had a young fellow as a clerk who had ambition and his windows were remarkable—he went as far as to build a miniature Brooklyn Bridge in his window which required hours and hours of spare time. To-day this young man is at the head of a large store in a city of about 300,000 inhabitants and has been for years. I know him personally and know several others who have been successful through allowing their clerks to develop their ability, at the same time reaping the benefits themselves.

Get that small idea stuff out of your head; get away from the other fellow; no matter how small you may be, the other fellow may talk about you, but when that begins it will be the beginning of results; when the competition starts to talk about you you'll begin to know that you are on the right road. Every knock will be a boost, so go ahead, find the right note and play it all the time. Make the others envy your efforts; where they criticize it will be because they are afraid that it will do them harm and the first thing you know they will try to go you one better. So get ahead of them. The early bird always catches the worm.

Hints on Window Displays and Selling Ideas for the Month of May

May is a month which seems to bring with it an atmosphere of youth, optimism and cheerfulness, and that is the atmosphere which should pervade the shoe store both inside and out. At all costs, whether prospects are very bright or not, the shoe merchant must endeavor to get something of the spirit of spring into his window displays.

May 1

May Day is, of course, a day for flowers. Have plenty of them and arrange them as daintily as possible, but don't allow them to overshadow your footwear display. Decoration should be kept subsidiary to the goods.

May 7

Sunday, May 8, should not be forgotten by the shoe merchant. It is Mothers' Day—a day that is celebrated every year by thousands—even millions—in this Dominion, by the wearing of flowers. It would be a kindly thought, and one that would make a strong appeal in many communities, to give away a flower with every pair of shoes sold on the Saturday previous to Mother's Day—or it might be thought well to limit this gift to the children, and only present the flower with each pair of children's shoes sold. An idea of this kind is not much use, however, unless it is well advertised. In any case, make mention of Mother's Day in your window cards and suggest gifts for "Mother."

May 23

On May 23, the Union Jack may again have a place in your window. Empire Day, while not a general holiday, warrants an appropriate window display.

May 24

The same display as used on May 23 will be quite suitable, with, perhaps, some minor alterations, for the following day, Victoria Day.

It would also appear to be very opportune to fix May 24 as "White Shoe Day." This seems as early as is feasible in this northern climate, and at the same time it should make a really strong appeal just then, on account of the number of people who take boat trips and outings, and the opening up of the tennis season.

The "White Shoe Day" offers an excellent opportunity for the merchants of any town or district to do some very effective co-operative advertising. Prominent ads. should be taken in the newspapers for about a week or more previous, and all the shoe retailers of the community should have appropriate displays, with window cards advising the public that "White Shoe Day" is coming.

May is the month when the summer sports open up, and sport shoes of every kind should be featured frequently. Baseball and tennis enthusiasts will already be found at the diamonds or the courts, and cricketers, too, will be betaking themselves to the field. Plan your window displays ahead, including snappy window cards.

Shoes for trips "across the lake" or "down the river" may also be made a feature in advertising and window displays toward the end of the month, when the season for boat trips is opening up. Bring in references to hikes and outings also, and follow up the "motor" oxford idea suggested for April with some good window cards and trims.

The public is generally in good humor in May. Take advantage of this condition to put across some timely advertising and window displays that will strike the right note at the right time.

Well-Known Leather Man Passes

IN the death of the late Mr. R. M. Beal, of the R. M. Beal Leather Co., Ltd., the industry has lost one of its well-known figures. Mr. Beal was born at Whitby, Ont., and for over half a century has been connected with the leather trade. With his brother the late Mr. G. E. Beal, he established a leather findings and upper business in Toronto in the "eighties," under the firm name of Beal Bros., locating a tannery at Uxbridge, Ont. When this firm was dissolved, Mr. Beal opened up a modern tannery and larrigan factory at Lindsay, Ont. He was president of the Larrigan and Shoe Pack Association.

The late Mr. R. M. Beal was for four years mayor of Lindsay, and during his residence in that town, he won the high respect of its citizens, and attracted a wide circle of friends.

Should Shoe Merchants Continue to Emphasize Cut Prices?

Some Opinions from Readers of "Footwear" on This Question

Collingwood, Ont.

Editor, Footwear in Canada:

There has been so much advertising to the effect that prices were going to go lower than they are. My belief is that the shoe merchants will have to talk quality far more than the low prices and at the same time convey the idea that prices have come down as low as could be expected. I don't for one moment think it wise to keep on howling "cut prices." The public will only believe part of that kind of advertising. I honestly believe that good, sound advertising on quality, at fair prices, will get more business.

Yours truly,
(Signed) W. J. Honeyford.

Chatham, Ont.

Editor, Footwear in Canada:

We have found during the last six or seven weeks that cut price talk was not getting the results it should for the cost of newspaper space, and have for some time now been talking quality and particularly style.

Last week was one of the best we ever had at this time of the year, and look for a good Easter trade this week.

Yours truly,
(Signed) H. Grey Hodges.

St. Thomas, Ont.

Editor, Footwear in Canada:

We do believe it is wise for merchants to use honest prices in their advertising, and not to use suspicious prices as 3.85, 3.65, etc., leading the people to believe that they are buying these goods at reduced prices, when, in some cases they are being sold at a higher margin of profit than merchants who say 3.50, 4.75 or 4.00.

The reason there has been so much price cutting and slaughtering is because of the extreme competition. Our business here has been worked on a basis of advertising style and fitting quality. We use sale prices only when running sale, which is twice a year, for a short period at a time.

We have educated the people into buying according to style, fitting and quality, and our sales force always impress this to our customers. Another thing which causes sales and cut prices in a great many cases, is over-buying. We have two or three competitors in this city, which would be classed among the wild-cat sale merchants, and we have watched things very closely among these merchants, and find their business is badly hit.

In summing up this letter our advice would be: Cut out the sale prices and get down to real business, and we believe that a merchant's business will be much more successful than selling at cut prices all the time. We believe the public are getting sick and tired of it, as the people cannot be fooled all the time.

Yours very truly,
(Signed) F. Sutherland & Co.

S. Roy Weaver Appointed Manager and Treasurer Shoe Manufacturers Ass'n.

THE Executive Committee of the Shoe Manufacturers' Association of Canada, at its last meeting in Montreal, appointed Mr. S. Roy Weaver, M.A., as manager and treasurer of the organization. For the last two and a half years Mr. Weaver has been in charge of the Investigation Department of the Canadian Reconstruction Association. He is a graduate in Arts of McMaster University, Toronto, and took a post-graduate course in Political Economy and Political Science at the University of Chicago. Returning to Toronto in 1912, he became associated with the Toronto News. He covered various assignments on that paper and for three years served as managing editor. He left The News in 1917 to go to Ottawa as head of the Educational Division of the Canada Food Board, under the late Hon. W. J. Hanna. In the fall of 1918 Mr. Weaver returned to Toronto to undertake investigation work for the Canadian Reconstruction Association.

Mr. Weaver prepared the survey of the boot and shoe industry in Canada which was widely distributed among boot and shoe men throughout the Dominion. He represented the Canadian Reconstruction Association at the hearings of the Dominion Tariff Commission in Western Canada and also in the province of Quebec. He also has been a contributor to various well-known publications in Canada, the United States and Great Britain.

Mr. Weaver will continue his connection with the Canadian Reconstruction Association on a part-time arrangement and temporarily will handle the work of the Shoe Manufacturers' Association from his Toronto office, No. 6 Jordan Street. As soon as certain matters of organization are completed he is planning to visit the boot and shoe factories in Canada with a view to studying the needs of the industry and getting more closely in touch with the manufacturers themselves.

Knocking the Retail Trade

IN an address before the Kiwanis Club in Toronto, D. A. Cameron, of the Canadian Bank of Commerce, placed the responsibility for the present business situation upon the shoulders of the retailers and the workmen. "The manufacturers," he said, "have, as a rule, written off their losses some time ago and a number of the large retailers, with a wider view than their smaller competitors, sold at lower prices some months ago and thereby avoided a

greater loss. The longer the retailers hang on to their goods the greater will be their loss."

After declaring that in foodstuffs and some other lines of commodities the prices had gone down considerably and there was no reason why the workman should not accept a reduced rate of wages as compared with a year ago, he went on to say that "the merchants must realize that they must sell their goods at a price based on the present cost of manufacturing and raw material."

These remarks came to the attention of the National Shoe Retailers' Association and drew forth an immediate response from the secretary, Mr. Howard C. Blachford, a copy of the letter being also sent to the newspapers. Mr. Blachford stated, in part:

"I hasten to respectfully reply and state that the local members of this association feel that, as far as the retail shoe men in general are concerned, you must be misinformed in order to state that much of the blame for present conditions rests on the retailer, because he has not been willing to reduce his prices to present day values; and especially we note your reference to present price of shoes.

"For the most part, shoe retailers have reduced the price of their merchandise until they not only show a loss on their inventory sheets, but are continuing to retail to-day at prices quite on the level, if not below the present replacement value.

"The members of this organization feel that you have not dealt fairly with the retailers of shoes by creating in the minds of the public a wrong impression of actual conditions."

Orthopedic Service in the Shoe Store

By R. H. Halpenny*

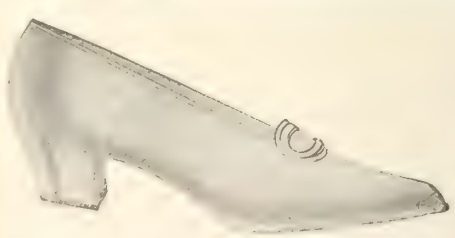
THE fitting of Orthpedic shoes and foot comfort appliances has now become a recognized science, which has been named "Practipedics." This name was adopted in 1916 by the American School of Practipedics of Chicago, which was the first school to offer shoemen a proper course of instruction. This includes a thorough knowledge of the bones of the foot, also the nerves, muscles, ligiments, etc. Full information on the cause and cure of broken down arches or flat feet, hammer toes, painful heel, bunions, corns, and numerous other foot troubles. Complete instruction is also given in the use of all kinds of foot comfort appliances, such as arch supports of various designs, bunion protectors, etc.

Most of the better class of shoe stores find it to their interest to employ at least one man who is a graduate practipedist to whom the customers who have abnormal feet, or foot troubles of any serious nature, can bring their ailments. In this way customers can be relieved of their foot troubles and the reputation of the store is maintained at a high level because shoes well fitted will wear better and retain a good appearance much longer than the same shoes would do if not so well fitted. A foot with a very weak arch will put a shoe out of shape in a very short time if it is not supported with a properly fitted support, which enables the foot to retain a normal shape when it has to support the weight of the body. It is a common occurrence to find a foot so weak that it will stretch a full half inch when the weight of the body is placed on the one foot, and still the longitudinal arch of the foot is a normal height when the foot is at rest.

Short Shoes the Main Source of Foot Troubles

I believe that at least seventy-five per cent. of all the foot troubles I have had to deal with have originally been caused by the measuring of short shoes, at some period in the life. For instance, a boy may wear a shoe long after he has outgrown it, and develop ingrowing toe-nails, bunions, corns, metatarsolgia, hammer toes, or calouses. It is not usual for all of the evils to occur on one foot, but I had one case of this kind where a man was wearing a broad round-toed shoe, size six and a half E when he should have been wearing an eight C. He had all of the above-mentioned troubles in his left foot. By fitting a correct sized shoe, and a metatarsolgia arch support, I was able to give instant relief and in a few months the foot was restored to normal; the corns, etc., disappearing when the cause was removed.

Ingrowing toe-nails are very painful, but easily remedied. It is just this way: If you see a man with a broken leg you are quite sure he has had an accident, and when you see a man with ingrown toe-nails you may be just as certain that he has short boots. It is a hopeless undertaking to fit shoes without a proper measuring device such as the Ritz measuring stick, Dr. Scholl's stick, or the Footograph chart or several others. As the depth through the foot may take up some of the width it is usually best to pick a shoe that is a safe length, and then select the width to suit the customer's comfort. In this way the shoe will wear well and retain its appearance, and you will retain the trade of a well-pleased customer. It is a positive crime to fit a growing child in a tight shoe which does not allow for some room for the foot to grow during the life of the shoe, and we occasionally have to refuse to fit a child in a shoe that is too tight even though the mother may insist on having a shoe of that size. We refuse to be a party to the crime of crippling the child's feet, perhaps for life.



Neat design in a white canvass pump. Northern Rubber Co

Much mischief has been done by men who have no training as practipedists fitting customers with arches that are altogether unfit for the purpose. The medical profession has come to recognize the benefit of proper supports for defective feet, and we frequently get customers who have been sent to us by doctors. I have kept a record of many of the more peculiar cases I have had to deal with, and some time I hope to write an account of these experiences; the title will be "Some Feet I Have Known."

*Yale Shoe Store, Winnipeg.

Convention of Ontario Repair Men

Planned for Last Week in July—Propose Forming Provincial Organization

A PROVINCIAL convention of Ontario shoemakers and repairers is planned to be held on or about July 27th and 28th in Toronto. This was the decision reached at a meeting of representatives of the Brantford, Hamilton, Toronto and St. Catharines shoe repairers' associations, held in Hamilton on the evening of Wednesday, March 16th. The delegates met in the home of Mr. F. H. Revell at 5 o'clock on the day named, and were unanimously agreed upon the desirability of undertaking the proposed convention or conference, committee being then appointed to make the necessary arrangements.

There were present at this preliminary meeting: Thomas Grayson, president Hamilton Association; Harry Henderson, Hamilton; Frank R. Revell, Hamilton; A. R. Wilton, secretary Hamilton Assn.; S. Burnett, president of the Toronto Assn.; Jesse Merchant, secretary Toronto Assn.; W. Legg, secretary St. Catharines Assn.; A. H. Dainty, Fred Pople and Wm. Inglis, of St. Catharines; A. Johnston and P. Smith, of Brantford.

Mr. S. Burnett, president of the Toronto Association, was elected chairman of the meeting, and Secretary Wilton, of the Hamilton Association, secretary, and by way of opening up the proceedings, Mr. Legg, of St. Catharines, made a motion that a convention of Ontario repair men should be held.

Mr. T. Smith, of Brantford, moved a resolution, seconded by Mr. Henderson, of Hamilton, that it should be an inter-city convention, rather than a provincial one, pointing out that the towns and cities between St. Thomas and Toronto probably took all the shoe repairers' associations in the province.

Mr. Revell, however, felt that it would be a mistake to designate any stated number of cities or towns to which representation at the convention should be limited. Everybody, he said should have an opportunity to take part, and he moved an amendment that the word "inter-city" be struck out and "provincial" inserted.

Mr. Legg strongly supported Mr. Revell's amendment, declaring that the repair men should make a bold jump, and aim at something worth while.

Mr. Burnett also spoke in favor of making it a provincial-wide affair. He said that men from far outlying points often dropped into his store when visiting Toronto, and he felt sure that many of them would be anxious to attend the convention.

The amendment carried.

It was moved by President Grayson, of the Hamilton Association, and seconded by Mr. Henderson, of Hamilton, that Toronto be the location of the proposed convention. Unanimously carried.

There was some discussion as to when would be the most suitable time for the convention to meet, and it was thought that in the middle of the summer when many of the repair men would be glad of a little trip would probably meet with the wishes of the majority. On motion of Mr. Grayson, seconded by Mr. Pople, of St. Catharines, it was therefore decided that the convention should be held on July 27 and 28 (Wednesday and Thursday).

Following a resolution by Mr. Revell, seconded by Mr. Legg, a finance committee was appointed for the purpose of estimating what expenses would be involved in connection with the convention, working out the scheme for raising the necessary funds, and proceeding with the arrangements.

The members nominated to the finance committee were as follows: Mr. Burnett, of Toronto; Mr. Revell, of Hamilton; Mr. Dainty, of St. Catharines; Mr. Smith, of Brantford; Mr. Merchant, of Toronto. The committee was given power to add two more Toronto members, owing to the fact that the bulk of the work would have to be done there.

Mr. Grayson moved that a programme committee be formed from the Toronto Association and that it meet at the call of the chairman.

Among the subjects that have been suggested for discussion are (1) Universal prices; (2) Methods of increasing membership in associations; (3) Is store work profitable? (4) Is it better to buy or lease machinery? (5) Machinery and its care; (6) Difficulties in repairing due to manufacturers' methods; (7) The labor and apprenticeship problem; (8) Advertising methods for the shoe repairer.

One of the primary objects of the convention is to form an association or federation, which will bind together the existing organizations, and, at the same time, will be of advantage to the men located in towns where no association at present exists.

If any Ontario shoemaker or repair man has any suggestion to make as to how the proposed conference can be made most valuable, or any topic he would like to have discussed, it will be appreciated if he will communicate with the chairman of the committee, Mr. S. Burnett, 761 Yonge Street, Toronto, or "Footwear in Canada" will be glad to pass any suggestions along.

Mr. Repair Man: You intended to make a trip to Toronto this summer in any case, didn't you? Well, just time it for the last week in July, and take in the big convention that will be taking place then. There will be business sessions when the business problems you have been puzzling over will be thoroughly discussed, and the Toronto repairers are already figuring ways and means of showing you a good time. The jobbers will be there to welcome you, and you can do your buying at the same time.

Pioneers in the Shoe Repair Trade

Mr. and Mrs. Wm. Irving Recipients of Presentation From Wholesale Trade—A Life Partnership of Nearly 60 Years

MR. and Mrs. William Irving, of Toronto, are two well-known and respected figures in the shoe repair business of this city. They have been pioneers in the trade. Forty years ago they settled in Toronto, and Mr. Irving is still working contentedly at this calling in a comfortable little shop on Shanly St. The jobbers of the city are well acquainted with both himself and his wife, and their relations have always been friendly and pleasant. In token of the regard they have for Mr. and Mrs. Irving, the wholesale and findings houses are making a presentation to Mrs. Irving, as was announced by Mr. William Beal on the night of the big dance and euchre drive held in Foresters' Hall.

Carlisle, Cumberland, England, was the birth-place of both Mr. Irving and his life-partner, and it is an interesting coincidence that both were born in the same month of the same year, 1844. In the year 1862 they were married, and eight years previous to that Mr. Irving first took up the trade of a shoemaker—

Mr. and Mrs. Wm. Irving.

which gives him a record of sixty-six years in the business.

When Mr. and Mrs. Irving first came to Toronto, in 1880, they located on Spadina Ave., where they remained for 5½ years. They then moved to College St., near Bathurst, where they operated a retail shoe store as well as a repairing business. For twenty-three years they continued at this location, and Mrs. Irving took quite an active part in the business. Indeed she was accustomed to do a considerable part of the buying, and it was during that time that she became a familiar figure in the wholesale and findings houses. Finally, eleven or twelve years ago, they left their stand on College St. and set up on Shanly St., where Mr. Irving still spends his days contentedly repairing shoes, though by far different methods than he used when first he came to the city. Mr. Irving is not one of those who believe that times are growing worse and that the repair business is slipping back instead of progressing. Two years ago, he got in a repair outfit, and he thinks there is no comparison between the modern mechanical methods and the old-fashioned hand methods which he used for many a year.

Mr. and Mrs. Irving have a family of seven children. Six of them are now married in Toronto, and the old couple now have some 23 grandchildren, and seven great grandchildren. One son, Joseph, is following his father's calling, and is operating a repair business on Danforth Ave. Another, who was overseas, and is now placed in the total disability class, helps his father in the shop when his health permits.

Both Mr. and Mrs. Irving are still hale, hearty and happy—despite their seventy-seven years—which is the reward of life-long industry and honest service to the community in which Fate placed them.

Second Annual Banquet of Hamilton Shoe Repairers' Association Was Great Success

ON the evening of Wednesday, March 30, some sixty shoe repair men and members of the allied branches of the industry gathered in the A.O.F. Hall, Hamilton, for the Second Annual Banquet of the Hamilton Shoe Repairers' Association. Mr. T. Grayson, president of the Hamilton Association, was the chairman of the evening. The disposal and digestion of the good things with which the tables were laden was assisted by splendid music rendered by E. H. Williams' orchestra (Mr. Williams is a member of the association and the orchestra is his hobby).

The programme which followed the refreshments was a snappy and interesting one. Mr. Grayson, in opening the proceedings, made a few remarks, brief but to the point. He declared that a few years ago, such a gathering as they were now enjoying was quite unthought of, for most of the shoemakers and repairers were at loggerheads with one another. Conditions were now very different, however. What had brought about the change? The answer was, "Association Work." To-day the shoemakers and repairmen were willing to meet together and discuss the questions affecting their trade and exchange trade interests.

The chairman then called for the toast to the "Press," which was proposed by Mr. F. H. Revell, who, with his usual forcefulness, impressed upon his hearers the importance of the part played by the press in the life of to-day, both of the community as a whole and in the various trades and industries. His advice was to take the trade journals and read them all and get the greatest possible good out of them.

The toast was replied to by members of the trade press.

Next came a song by Mr. Ingram, of Adams Bros., Toronto, which was received with loud applause. Then the toast to the wholesale trade was proposed by Mr. A. Charlesworth. Mr. Charlesworth, after a

Mr. J. Thornton,
Member of Executive.

Mr. Arthur R. Wilton,
Secretary-treasurer.

Mr. W. Wharrad,
Member of Executive.

HAMILTON SHOEMAKERS' & REPAIRERS' ASSOCIATION.

word of welcome, commented on the friendly relations that had always existed between the jobbing houses and the shoemakers. Sometimes little errors creep in, but on the whole the trades worked together with great smoothness.

Messrs. Wallace (of P. B. Wallace & Son), Harshman (of the Goodyear Tire & Rubber Co.) and T. R. Wilson (of the Panther Rubber Co.) replied to this toast.

Mr. Wallace paid quite a tribute to the association when he declared that in five years, since the organization idea had taken hold, he had had no bad accounts with a member of an association.

Mr. Harshman also remarked upon the change that had come into the shoe repair business. It was a pleasing sign of the times to see such a banquet as this. Getting together to talk things over was always helpful, and brought everyone to realize that there was room for the other fellow in the business.

A toast to the "Returned Soldier," was proposed by Mr. F. H. Revell, who spoke in glowing terms of what the soldiers had done overseas and urged that all should do everything in their power to help them.

Mr. Wm. Leyland, a returned man, made reply. He gave some interesting figures regarding the vocational training and re-establishment of the soldiers. Some 879 men, he said, had taken the vocational training course in Ontario. Twenty per cent. of these had stuck to the business, and ten per cent. had made failures. While instructor at Brant House, Burlington, 450 men had taken training under his instruction. Mr. Leyland enlisted the co-operation of the repair men and asked that they should lend their aid to the returned soldiers whenever opportunity offered.

Mr. Smallman, a member of the Toronto Association, rendered a song which was loudly encored.

The toast to the Shoe Repairers' Association was proposed by Mr. S. Blowers. Mr. Blowers recalled the time, a few years ago, when the Hamilton men had first tried to start an association, and it had failed, but now the movement was firmly established and growing stronger every year, and they knew that the association had come to stay.

Mr. Burnett, president of the Toronto Association, replying to the toast, urged that the repair men should stick together now more than even before, and that their prices should be maintained. He referred also to the ambitious scheme now before the trade for the holding of a provincial convention and urged that those present should do all they could to further it.

Regarding the outsiders, Mr. Burnett urged that every association member should try to enlist new recruits for their organization. Some of the outsiders were utterly selfish, and while taking full advantage of the work of the associations, refused to support it in any way.

Mr. Walter Legg, secretary of the St. Catharines Association, also spoke. He brought a greeting from his organization, and said that while they were as yet only a baby, he believed no association could show a better record, as all the members were fully paid up for the current year. In connection with the proposed Ontario Convention he said that St. Catharines was ready to do its bit and he hoped that all the repair men would endeavor to make it a real success.

In St. Catharines, Mr. Legg said, the repair shops closed at 6 p.m. and 5 o'clock on Saturdays, and they had not lost anything by the early closing. Before the association had come into existence, they had long hours and very little returns, but now the returns were larger and the hours shorter.

Mr. Pettit, president of the Brantford Association, declared that the organization idea should have been started twenty years ago, and the conditions of the repair trade would have been far better to-day. Since the movement had gotten under way the shoe repairers had become better men; they were better dressed, and kept better hours. The Brantford shops were now closing at 6.30 p.m. It was only a matter of education with the public, and they soon got used to it.

He also urged that the repairers should work hand in hand with the wholesale trade. The wholesalers did not want any goods returned, and the repair men did not want goods that had to be returned.

At 11 p.m. the most successful event the Hamilton Shoemakers' & Repairers' Association has ever held came to a close with the singing of the National Anthem.

Mechanical Development of Repair Trade

More Progress Made in Recent Years Than in Many Centuries Previously—Savings Effected by Use of Machinery

By W. A. Coles*

THE tools of a shoe repair man are the oldest tools in existence, they date back thousands of years before Christ, and strange as it may seem, the same methods were employed in the 18th century A.D. as were employed eighteen centuries before Christ. In some shops to-day it is still more strange to say that the same methods are still employed.

It is needless to waste good time and space in describing the old methods of shoe-repairing; what we want to-day is 20th century methods. The methods of men with red blood in their veins and snap and class in their make-up.

It is enough here to pause momentarily and survey the old time methods and returns for labor. One has only to walk into the dingy, one-horse shop of the man still pursuing the 18th century B.C. methods to recall to mind the returns which existed then and which still exist where such methods are used—drudging away at three or four pairs of shoes a day and earning just about enough profit to keep soul and body together—yesterday, to-day and to-morrow, drudging along with no hope for betterment and, worse yet, with no desire.

The 18th century A.D. saw a change in shoe-making and repairing as it also saw in other industrial branches. An industrial rebellion for new implements and improvements took place.

With this new struggle for betterment came the achievements of shoe machinery and tools and with these came the emancipation of the shoe-repairman. It is therefore truthfully said that "The introduction of shoe machinery was the emancipation of the shoemaker and the shoe-repairman."

The modern shoe-repair store is no longer the dingy shack of the past, nor is its proprietor any longer the unnoticed unbusiness-like individual of the past, except in rare cases. To-day he is often the leading business man of his community; and a business man he is from the word GO. In many cases he is the most respected man in the community — the writer has met shoe repairmen who are Mayors of their cities, members of civic branches and leaders in public affairs.

In the modern shop of to-day we will find such equipment as a curved needle stitcher and power finishing machinery which have supplemented, first, the hand methods and later the straight needle and foot-power finisher. These are the principal machines of the shoe repairman and should be in every shoe repair shop in Canada. The writer has heard shoe repairmen remark that they could get along without such equipment and that anyhow they did not believe in these modern fandangles. Is it fair then to ask such men if they believe in, or ever used, the telephone, electric lights, steam railroads, street cars and matches? Or if they prefer the old days when there were no telephones, electric lights, street cars or steam railroads and when their fathers made fire with flint?

A repair outfit, as stated before, is within the reach of every repairman, no matter how large or small his business may be and denotes modernization. If it is a large shop, the machines will reduce expense, increase output and therefore increase the profits; if small they will do ten times the amount of work done by one man by hand, establish prestige, give the business a new life, advertise it and put it on a paying basis. People to-day want their shoes repaired quickly and properly, and they pass by the one horse shop and go to the establishment where the atmosphere assures them of the service they are seeking.

In these days of high labor costs it is evident that labor saving machines are the only solution.

A repair outfit will do the work of from about ten to fifteen men. The cost of a complete outfit bought outright on easy terms can be figured at approximately $200.00 cash and $25.00 per month. The first year such a machine would cost $500.00. On the other hand, the money spent on the wages of one man over the same period at $25.00 a week would amount to $1,300.00, which is gone never to return and which is more than enough to pay for a machine and clean a neat profit besides. Moreover, the machine will work overtime without a kick and is always on the job; there is no hiring or firing with a machine. Figuring that such a machine could be employed to replace three men an annual saving of $4,056.00 could be made. A profit of from $50.00 to $100.00 per man is said not to be an unusual one, therefore as small a shop as a one man shop, by employing a machine could expect to make an annual profit of approximately $4,000 and a profit of $6,000 is not unusual.

In addition to the repair outfit which consists of stitcher and finisher, a substantial jack such as the all steel Solidity Jack, is a great asset.

Next in importance is the skiving machine which not only skives the butt of the half sole in a neat and proper manner but also saves the rand for heel building and wedges.

Two machines which are winning great favor among the shoe repairmen are the heel reducer and leather cutter. These machines are very inexpensive and will pay for themselves in the saving of time and labor in a few weeks. The heel reducer will remove single lifts or a whole heel in an instant without any possibility of the operator injuring his hands.

The leather cutter will cut out half soles, whole soles, or strips, instantaneously and with little effort; it also reduces waste to a minimum.

In conclusion, the whole matter of shop betterment, production, reduction of labor, expenses and increased profits lie in the hands of those who will take advantage of them and employ modern repair methods.

* Universal Shoe Machinery of Canada.

Hints for the Repairer That May Save Time and Trouble

Heel nails inside the shoe often cause dissatisfaction and sometimes the loss of a customer. They are very uncomfortable to the wearer and it is best for the repairer to take measures towards remedying the defects. Metal is bad to use as it is flat and the heel should not rest on a level foundation; but a flexible piece of leather is very good as a covering for the insole at the heel. Rubber if not too hard, is also very good and forms a sort of cushion which gives much comfort to the wearer.

Rubber cement may be used for removing oil spots from leather. It must be rubbed over the spot several times. This does not apply to colored stock, for the cement will stain the leather. A thin coating of gum arabic will protect the shoes from grease and water spots while they are being repaired.

The manner in which a McKay channel is cut has much to do with the finished appearance of the bottom. If the channel flap is too light or thin it will not cover the McKay stitching seam well or make a good finishing bottom. If the groove for the seam is made too deep it allows a depression in the channel flap when levelled, and in the effort to bluff the grain out of the depression the bluffer will usually cut through the grain on the high places and leave a bottom showing very coarse in spots.

Big Attendance at Euchre and Dance of Toronto Repair and Wholesale Trade

The biggest affair of its kind that has ever taken place in the history of the shoe repair trade in Toronto was held on the evening of Monday, March 21, 1921. This was the Euchre Drive and Dance, tendered by the jobbers' and findings houses, to the shoe repairers of the city. The event took place in the Canadian Foresters' Hall, where over 400 people gathered—repair men, jobbers, leather men, travellers, and their wives, sisters, daughters and sweethearts. Everybody enjoyed the evening thoroughly, and great credit is due to the Toronto Shoe Repairers' Association, who handled the affair on behalf of the wholesale trade, for the excellence of the arrangements. The hosts of the evening were: Chas. Tilley & Son,; P. B. Wallace & Son; Beardmore & Co.; Anglo-Canadian Leather Co.; Chas. Parson & Son; Joseph King; United Shoe Machinery Co.; Davies Footwear Co.; Nugget Polish Co.; I. T. S. Rubber Heel Co.; Breithaupt Leather Co.; Gutta Percha Rubber Ltd.; C. S. Hyman Co.; Goodyear Tire & Rubber Co.; Beal Bros.; Dunlop Rubber Co.

Toronto Repairer Passes Away in California

Many members of the trade in Toronto will regret to learn of the death of John Brodie, who for 25 years conducted a shoe retail and repair business at 1175 Dundas St. W., in this city, in partnership with his brother, Arthur. About two years ago, the late Mr. Brodie left Toronto and settled in Santa Monica, California, where his death took place. He was highly respected by his business acquaintances.

A Golden Wedding

Mr. and Mrs. Richard Hill, two of the oldest and best known citizens of Clarke township, Ontario, recently celebrated their diamond wedding. Mr. Hill is a shoemaker by trade and, though he has reached his eighty-sixth year, still works at it daily. Mr. and Mrs. Hill began their married life in Devonshire, England, where they passed ten years, then came to Clarke township.

The Montreal Administrative Commissioners have awarded a contract to Dufresne and Locke, Limited, Maisonneuve, for the supply of 1,600 pairs of boots for police officers and men at $5.10 per pair. The contract for 1,770 pairs of boots for the officers and men of the fire brigade went to the Slater Shoe Company, Limited, Montreal, at $5.25 per pair.

If you weren't there you missed something. Above is a group of the dancers at the big ball in Toronto.

Hosiery a Profitable Side Line for the Shoe Merchant

The Hosiery Department in this issue of "Footwear in Canada" is somewhat of an innovation. It appears, however, to be quite timely under present circumstances, when shoe merchants are seeking every possible means to counterbalance lower mark-ups and decreased stock values by increased turn-over. At the present time, the quantity of footwear sold in footwear establishments, is no doubt, comparatively small, but there seems to be great scope for development. There is a double advantage in the operation of a hosiery department in the shoe store, according to many retailers who have had experience in this line —first, this department in itself, if properly handled, will net a handsome profit on investment, and, second, it attracts customers to the store and thus helps to increase the business actually done in footwear.

It does seem quite a logical and appropriate arrangement that shoes and hosiery should be sold in the same establishment. Those who wear fancy shoes always want stockings to match them, and they can surely do this most easily, in the same store where they buy their shoes, as the merchant in this case, has an opportunity of matching every pair of shoes with hosiery.

Another point worth remembering is that it is almost as essential that stockings should fit properly as the shoes themselves. Very often foot troubles which are blamed on ill-fitting footwear are directly traceable to ill-fitting hose. Is it not the most natural thing in the world, that when an expert shoe fitter has measured the customer's foot and supplied just the exact size of shoe required, he should also furnish hose of the same size, which will insure both increased comfort and longer wear?

Below are some remarks by shoe merchants who have had experience in handling hosiery, which will be of keen interest to any who may be contemplating the installation of hosiery departments at the present time.

Opinions of Prominent Shoe Merchants on Value of Hosiery Department

W. W. Kendall, Winnipeg

We have found the hosiery department to be one of the most profitable side lines that a retail shoe business can have if properly kept and the attention given it that it merits. We set aside a certain portion of our store for the stock of hosiery and display them in our windows on forms among our shoes, and they add the finishing touch to the window display, as we try to always keep a shade of hose to mach any of our lines of shoes. Nearly every time a pair of shoes is sold one of the first questions our salesmen ask the customer is, "Would you like a pair of hose to match the shoes?" and invariably the answer is in the affirmative.

Our hosiery department is in charge of a very capable saleswoman, whom we have found more proficient and better able to attend to the needs of our lady customers than a salesman. There is so very little trouble and expense connected with the operating of a hosiery department, that when one considers the benefit derived from the prestige that it gives the store, to say nothing about the handsome profit it yields if properly attended to, it seems as if it is a department which the live shoe merchant cannot afford to be without.

Rannard's, Limited, Experience in Operating a Very Complete Department

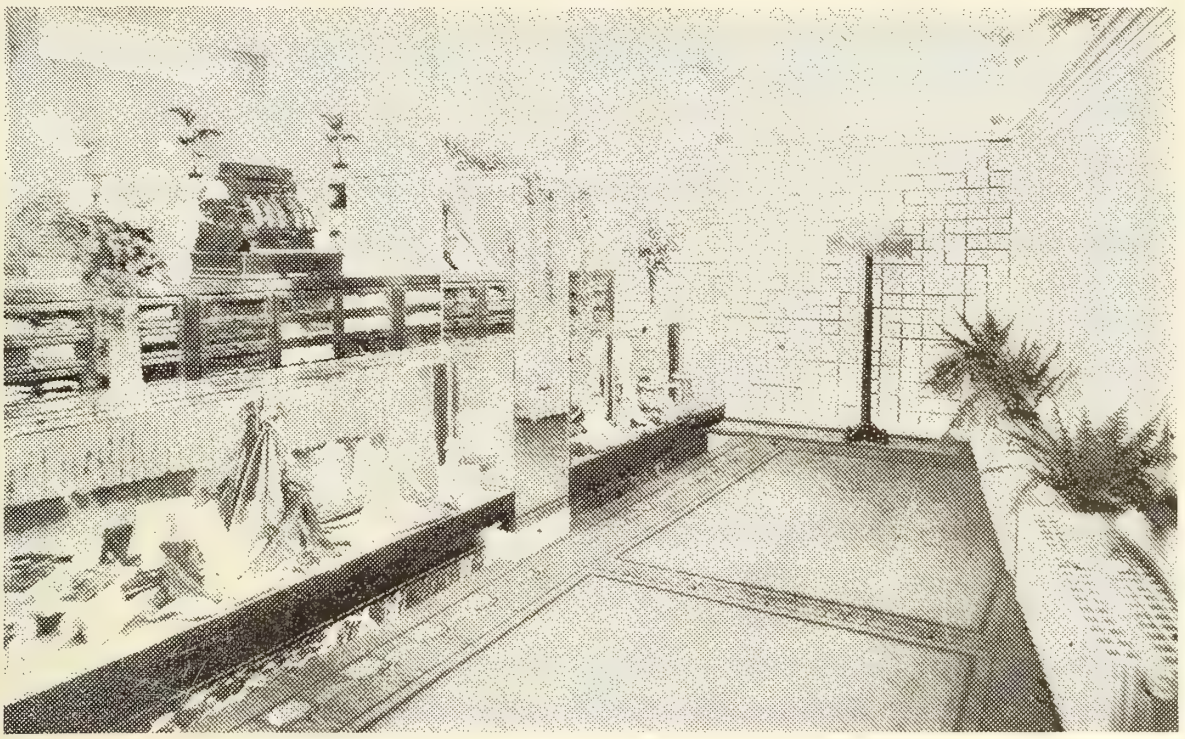
Hosiery fits in splendidly with the sale of shoes, providing you have a special department in charge of a capable sales lady to handle it. When the new Rannard store was re-fitted after the disastrous fire and opened up again in December, special attention was given to the hosiery department. Mr. Rannard visited several well appointed stores and selected such fixtures as seemed most suitable for taking care of and displaying hosiery for men, women and children. These included a pair of Winton show cases. The plan and lay-out adopted as shown in the illustration is largely responsible for the success that has been obtained, together with service and quality merchandise.

Our winter sales for 1920-21 were largely woolen, heather mixtures and lovatts, although considerable silk hosiery was sold during the Christmas season for men and women. Our Easter business which has just closed, brought in the first demand this spring from the customers for silk hosiery, although on account of the unfavorable weather, lighter hosiery was not bought as heavily as would have been the case had the weather been warmer and more favorable.

For this spring we have bought women's silk hosiery in the various grades and colors. We anticipate black, browns, light and dark, and whites, will sell readily and in the new greys we have bought much more heavily than heretofore, anticipating a strong demand. There will also be a considerable demand for navy, fawn and taupe.

Of course we carry a large and varied stock, as buyers of shoes in Winipeg look to Rannard's and come to them to match their footwear, no matter what they require, and as we stock in every color, including silver and gold hosiery, we have been able to build up a successful trade. We have also done a nice trade in embroidered and lace effects in silk.

But as is the case with high class footwear, we do not know what will appear in novelties and new styles which of course will be demanded by the trade. We



The Hosiery Department is a prominent feature of Rannard's, Ltd., new store in Winnipeg.

anticipate there will be something new appearing in hosiery this spring or summer, and while our stocks are large enough to take care of any demand that may be made upon them, they must not be over large, as we want to be able to take advantage of anything that appears new on the market. The great trouble to-day is that we merchants are kept in an uneasy state, as we have to be looking for new freaks, or new styles, which come and go, and the wise merchant will not hang on to any style very long. It is wise to buy and get the new style in early, dispose while there is a demand, clean up and then be prepared for the next, which is bound to come.

I would not advise a merchant to go into the hosiery business in connection with his shoe department unless he was prepared to set aside a reasonable amount for fixtures, a reasonable amount to be spent in merchandise that will suit the trade that he is catering to. In any event it is necessary that a special sales lady be given charge of that department, along with which will go laces, and the usual shoe findings and polishes carried in a shoe store.

Lockett Shoe Store, Kingston

We have tried the selling of hosiery in this store for upwards of 5 years confining ourselves to one line or manufacture, but during the latter stages of the war we found it so hard to keep the stock sorted that we sold out our stock and do not intend to start in again until things get settled down. We found it quite easy to sell a pair or two of hosiery when selling the shoes and particularly so when selling anything, in colors if we had the shade to match. It depends to a great extent on the salesman, as by showing hosiery or suggesting it a sale can often be made. It is our intention to again stock up in this line both for men and women just as soon as we think prices warrant purchasing.

Is It Good Business for the Shoe Merchant to Handle Hosiery?—A Manufacturer's Viewpoint*

WHY not? Every time a pair of shoes is sold you have a customer who wears socks or stockings.

Any Shoe Dealer who has been considering putting in a Hosiery Department, would say that now is a favorable time from an investment point of view, as good hosiery to-day in silks and cashmeres are down about half what they were a year ago. Cottons are down about a third of what they were last August and September.

Now as to investment required. Roughly speaking, if stock is watched closely and energetic tactful showing is used you can get along with Hosiery stock one-tenth the investment of shoe stock. On an average hosiery stock could be turned over four to sixteen times a year. Some stores turn their hosiery investment over twelve times a year, once a month and make over sixty per cent. net on their investment. Others go as low as only turning their stock twice a year and make about 15% on their investment.

Regarding the space required. The proportion that applies to investment applies to space required. Display space required is much more nearly the same as required for shoes and if you cannot give hosiery a prominent display where your customers will pass it going in and out of your store, do not put it in, as salespeople frequently sell a great deal of hosiery by showing or drawing customers' attention to same.

If you have a live shoe business and want to make it more profitable to you and more serviceable to your customers put in a hosiery department if it can be looked after carefully. If it will have to look after itself, except occasionally, you had better leave it alone.

*The Circle Bar Knitting Co., Ltd.

The Successful Operation of a Hosiery Department

Some Pointers that Will Interest the Shoeman —Advantages of Combined Display

IN discussing the successful operation of a Hosiery Department in a Retail Footwear Store we must consider what constitutes success.

The merchant who heretofore carried in stock only the lines usually sold by the average Boot and Shoe store might add a Hosiery Department to his store at perhaps an investment of one thousand dollars in stock, floor space, etc., and at the end of the year, after figuring his depreciation, overhead, etc., find that his investment had yielded him less than a moderate rate of interest or even showed a deficit, yet it is just possible that to the addition of an attractive Hosiery Department may be attributed the direct cause for an increase of from perhaps 20 to 30% in the sales of the shoe department.

Keeping in Touch With New Lines

One thing is certain; a properly conducted Hosiery Department in an up-to-date retail footwear store cannot help but be an asset providing there is given to it a reasonable amount of attention by someone who is willing to devote at least a small portion of their time to keeping in touch with the new lines of Hosiery that are continually making their appearance on the market from the mills engaged in this rapidly developing industry.

The fear that comes with lack of knowledge of the hosiery business has kept many retail men from adding this one department to their shoe stores which has been such an essential feature in putting their own brilliant competitors on a plane much higher than could ever be followed by most shoe merchants for years past.

Perhaps never in the history of the world, and certainly never before in the history of the present generation, has there been such an opportune time for combining the sale of footwear and hosiery than that which presents itself to retail boot and shoe merchants of to-day brought about by the wearing of shorter skirts and turned up trousers.

The Advantages of Combined Display

Never before has the average man and woman paid more attention to the harmonizing of Hosiery and footwear styles and nowhere it there a more opportune place to display that harmony than in the windows and stores of our shoe merchants. During the past few weeks the departmental and millinery store Spring Openings which have attracted the most attention have been those which have been able to display their goods in the most modern and natural way, such as that provided by the use of living models and while this method might not be practical in the display of footwear, there is no more striking way of showing ladies' shoes than that of a form on which is displayed a shade of hose which blends exactly with the shoe into which the form and hose is fitted. "That is what my feet and limbs would look like if I had those hose and shoes," is the thought that flashes through the mind of the woman who gazes into the store window in which is displayed a form with hose and shoes similar to that referred to above, and there is at once born a desire to step inside and investigate. The shoes in one store window and the hosiery in another store window would never have created that thought.

Shoe Merchants Carrying Too Expensive Lines?

The one feature that has tended most to keep the buying of hosiery in shoe stores from becoming popular, in the opinion of the writer, is the fact that too expensive lines of hosiery to meet the demand have been carried. If shoe men who carry hosiery would only realize that Canadian-made hose are just as good and more appreciated than the high-priced imported lines that are within reach of only a few, their sales would rapidly increase. If two or three makes of well known lines of hose such as are advertised in our street cars, through the press and trade publications which carry well known manufacturers' stamps, were stocked by dealers in the shades that are most appropriate to the color and class of shoes offered, the demand would be many times greater than can ever be expected so long as highly priced imported hose are carried.

Stocks Can be Replenished on Short Notice

Stocks may be purchased in small quantities and are easily renewed on short notice by wholesale houses. Hosiery in any shades required would readily be manufactured by Canadian makers providing a sufficient demand were created.—Zimmerman-Reliance, Ltd.

Attractive hosiery section recently installed by Owens-Elmes, Ltd., Toronto. Show-case is splendidly lighted and adapted to combined display of footwear and hosiery. Glass-fronted drawers add to attractiveness of fixture and reveal contents.

Hosiery Catalogue

Any shoe merchant who is handling, or intends to handle, hosiery, will be interested in the recently-issued catalog of the Monarch Knitting Co., Limited, Dunnville, Ont. This catalogue has photographs, illustrating fourteen different lines of hosiery, both women's and men's. The illustrations show the texture of the hose and bring out the special features of each number.

Mills at Kincardine and Owen Sound

Smart Hosiery Linked With Footwear

"Oh, Edith, I must get a pair of silk stockings to go with these shoes."

"We have just what you want at our Hosiery Counter," the shoe salesman interposed.

A Hosiery Counter in the shoe store. Smart new shoes suggest smart new stockings—why not sell both?

Circle-Bar Hosiery with its lasting shapeliness, enduring strength and lustrous yarns—these characteristics have made thousands of friends for Circle-Bar among women and men who appreciate a combination of durability and beauty in hosiery.

If you are interested, write us, and we will instruct our representative to call on you with samples in Silk, Cashmere, Cotton, for Men, Women and Children.

CIRCLE BAR
REGISTERED
HOSIERY

The Circle-Bar Knitting Co., Limited

Kincardine, Ontario

This is a "full-size" reproduction of the cover of our Hosiery Catalog—the first catalog of its kind ever produced in Canada by any hosiery manufacturer.

It Will Pay You To Sell

Monarch-Knit Hosiery

because

It is a logical line for the shoe store—it is "footwear" in the truest sense of the term.

It is easily handled and takes up little space in the store.

It makes a handsome show-case display.

It is extensively advertised and has a national reputation for quality.

A comparatively small investment of capital will put in a good assortment of sizes and grades.

Every customer of both sexes who comes into your store is a good "prospect" for hosiery.

Every sale is a cash sale carrying a good margin of profit.

Mail Us The Coupon

and we will immediately send you our new catalog—the first exclusive hosiery catalog ever produced in Canada. This catalog lists our leading lines and will enable you to select the right numbers for your trade and to calculate accurately the investment of capital required. Mail the coupon to-day.

The

Monarch Knitting Company, Limited

Head Office: Dunnville, Ont.

Factories: Dunnville, St. Catharines, and St. Thomas, Ont. and Buffalo, N.Y.

The Monarch Knitting Co., Limited,
Dept. F. C., Dunnville, Ont

Please send to the address below a copy of your new catalog of Monarch-Knit Hosiery.

NAME .....

ADDRESS .....

.....

FOOTWEAR FINDINGS

Happenings in the Shoe and Leather Trade

Supplementary letters patent have been issued to the Beckwith Box Toe, Limited, increasing their capital stock from $25,000 to $50,000.

The York Shoe Co., Limited, Toronto, has been incorporated for the purpose of carrying on the business of shoe manufacturers and dealers.

F. C. Cribben has been appointed by the Boot and Shoe Workers' Union in Toronto to succeed Walter Brown as business agent. The latter has gone into the shoe manufacturing business along with several other members of the union.

J. Hallam has commenced business as a shoemaker in Roblin, Man.

W. G. Wright is now covering Toronto for Canadian Shoes-Finding-Novelty Co.

Le Cie de Chaussure Nationale, Ltee, has taken out letters patent of incorporation, with authorization to engage in the business of manufacturing and dealing in shoes. Capital stock, $49,000; head office, Saint-Eloi, Que.

J. Jolly, shoe repairer, Carberry, Man., recently moved his business to Main St., occupying the premises of J. Fitzsimmons.

Jos. Trenmaker, proprietor of a shoe repair shop on Algoma St. South, Fort William, Ont., happened a bad accident recently when working with a wood-sawing machine at the rear of his shop. He slipped in the snow and his right arm was caught in the saw and ripped for ten inches from the wrist up. He was promptly given first aid and taken to hospital.

The Wear Ever Shoe Store, Montreal, has been registered by Max Staviss.

Geo. H. Wilkinson, shoe merchant, Windsor, Ont., has enlarged his repair department, adding two men to the staff, and has also installed a shoe-shining parlor in the basement. Another new feature of his store is a sporting goods department. "If it's sporting goods, it's at Wilkinson's," his ads. say.

Elie Jobin, Ltd., Quebec, have offered for sale as a going concern their shoe manufacturing plant at 35 Colomb St., Quebec.

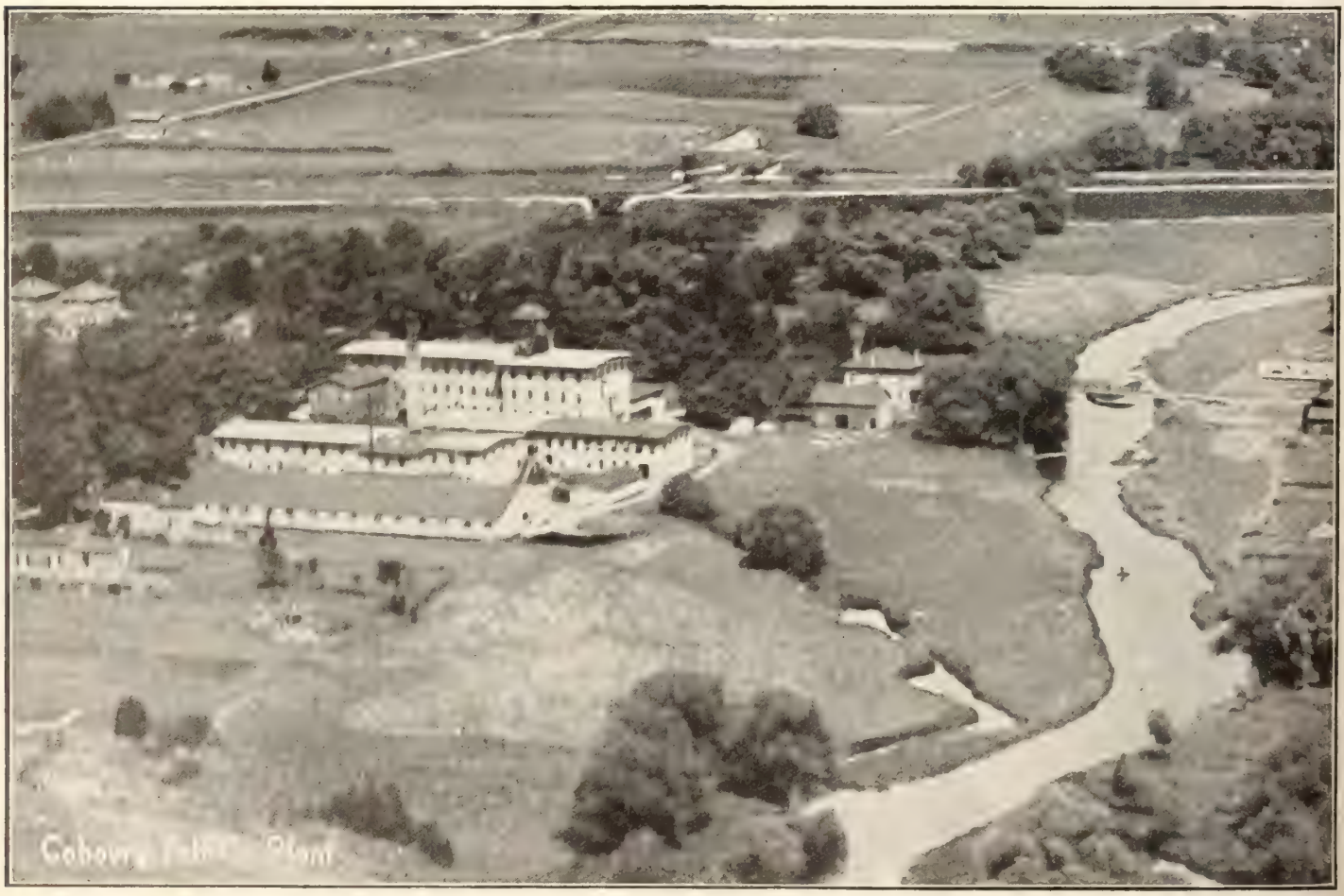
R. J. Nichols, shoemaker, Oxbow, Sask., has discontinued business.

A fire recently occurred in the New Toronto Leather Works, in which a considerable quantity of leather was burned, the damage being estimated at $15,000.

The assets of the business operated by Anna de Belanger in St. Raphael, Que., have been sold.

The H. W. Steel Co., of Montreal, have recently been negotiating with the municipality of Preston, Ont., with reference to their locating in that town. This concern manufactures shanks for shoes and specialties.

Mr. J. Bailey recently opened up a repair shop at 728 Dovercourt Rd., Toronto. His premises are new and neat



Aeroplane view of Cobourg Felt Co's plant Mr. A T Kimmel, president and general manager.

The
Super-Standard
of
EXCELLENCE

MELTONIAN
Boot Polishes and Creams

A splendid line of first class polish for you to carry, Meltonian finds favor with the public wherever it is featured. It is attractively put up in the most convenient packages for your trade. Samples and prices will be cheerfully given. We can quote you attractive values.

Robert D. Ayling
23 Scott Street
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TORONTO

Agents for sole manufacturers

E. BROWN & SON, LTD. **LONDON & PARIS**

and he has an American finishing machine installed. He has found business picking up latterly.

L. C. Dimill has been appointed to represent the Scroggins Shoe Co., Ltd., in Western Ontario.

E. Maclane, shoe repairer, Charlton, Ont., has discontinued business.

E. Kitcher has recently taken over the shoe store at 328 Danforth Ave., Toronto, formerly operated by B. Sproule. Mr. Kitcher will carry a complete line of shoes for men, women and children. He has been connected with the retail shoe business for two years, and has made a specialty of show-card writing.

The Danforth Boot & Shoe Store has just recently been opened up at 134 Danforth Ave., Toronto.

The C. E. McKeen Shoe Company, Limited, jobbers, Montreal, have decided to open distributing warehouses at Fernie, B.C., and at Winnipeg. The company specializes in white goods, children's turns, and women's McKays for the Western trade.

J. A. Adams is opening up in the shoe business in Toronto.

The Canadian Shoes-Findings-Novelty Co., Toronto, have recently appointed a new representative in Montreal, Mr. A. Blumenthal, Jr., and also expect to open a branch there, from which all merchandise will be shipped to eastern points.

The Partridge Rubber Company, Limited, of Guelph, Ont., and the Northern Rubber Company, a subsidiary of the former concern, have appointed Mr. W. R. Stewart, formerly of the Dominion Rubber System, their representative in the Maritime provinces and Newfoundland. Mr. Stewart will make his headquarters in St. John and says it is his intention to open an office and warehouse in this city for the distribution of the products of the companies he represents. Mr. Stewart has just returned from Toronto and Montreal, and while in the latter city attended the annual banquet of the Rubber Association of Canada.

D. B. Rose, shoe merchant, Ottawa, is reported to have sold out.

Union Shoe Co., Montreal, has been registered by A. Press.

Mr. W. R. Richardson, of the Korker Shoe Co., has recently returned to his home in Vancouver from a three weeks' trip to Montreal, Quebec, and New York City.

R. B. Chalue, of the Adanac Footwear Co., has just completed a three weeks' trip in the Western Provinces.

Harry Cohn, of Standard Shoe Co., Winnipeg, has joined the ranks of the benedicts, and made a trip east recently with his bride.

Walker J. Chalue, who formerly represented the Adanac Footwear Co. in the Maritime provinces, is now covering Toronto for the Wagner Shoe Co.

T. E. Bennett, of the Blachford Shoe Mfg. Co., paid a flying visit to Ottawa recently.

Howard C. Blachford of H. & C. Blachford, Ltd., Toronto, recently made a business trip to a number of the larger cities in the east, sizing up the conditions of the market and style trend. He visited many of the well-known retail houses in New York, Boston, Montreal and Ottawa.

Dubois & Dubois, shoe merchants, Quebec, have registered.

The assets of Edward Howe, harness and shoe merchant, Arthur, Ont., were recently advertised for sale.

H. Brook, manager of the Canadian branch of L. B. Holliday & Co., Limited, dye manufacturers, with the head office in Huddersfield, England, has returned to Montreal after several days' visit to Quebec City, where he gave practical demonstrations of dyeing with his firm's products at some of the tanneries. Mr. Brook states that the company's trade with Canadian tanneries has considerably expanded, and that the firm's products are giving excellent results.

Max. Mandelker, clothing and shoe merchant, Jonquieres, Que., has recently assigned to Jos. G. Duhamel.

WANTED—A good experienced travelling agent, for ground east of Toronto, Ont., for a shoe manufacturing firm, making a full range of men's, boys' and youths' medium McKays, as well as a strong line of men's, boys, and youths' heavy standard screwed working shoes. Apply box 500, Footwear in Canada, 129 Board of Trade Bldg., Montreal, Que. 4

WANTED—By old established Jobber of Leather and Findings, Travelling Representative to call on the Shoe and Harness Repairers in Nova Scotia and Prince Edward Island. State salary wanted and experience. Apply Box 536, Footwear in Canada, Toronto. 4

Orthopaedic Bootmaking

Special Shoes
for
Crippled and Deformed Feet

S. J. FRIEDMAN
320 Granville St., Vancouver, B.C

SHOE-STAMP-SPECIALIST
· W. D. ARMSTRONG ·
ENGRAVER OF FINE STEEL STAMPS & DIES
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MY STAMPS ARE "UP TO DATE" IN DESIGN
& ADD AN ARTISTIC FINISH TO YOUR SHOES
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We Make
"SHOE RACKS" OF ALL STYLES
END WOOD CUTTING TABLES
HARDWOOD DIEBLOCKS
TABLES FOR SHOEMAKERS
WOODEN BOXES OF ALL KINDS

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110 Delorimier Ave. MONTREAL
Phone East 9604

EVERYBODY who habitually wears white boots or shoes knows and buys
"BLANCO"
Regd. Trade Mark.
The WHITE CLEANER
Keeps White Shoes White
Everybody who buys new white footwear will need "BLANCO," and no one who has ever used it will ever be persuaded to take a substitute, for "BLANCO" does its work, does it well —and easily—no trouble, no messiness.
"BLANCO" quality will take care of your reputation—"BLANCO" profits are as good as its reputation.
So with every consignment of White Footwear order a consignment of "BLANCO"—"to keep those white shoes white."
Order now from your Jobber
BLANCO
JOSEPH PICKERING & SONS
BLANCO
SHEFFIELD, ENG.
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JOSEPH PICKERING & SONS, LTD.
SHEFFIELD, England.

PLEASANT READING
that helps business
is to be found in
Footwear
in Canada

Some Coming Features

Illustrated Style Section (living models used).
Protecting the Shoe Retail Trade.
Esprit de Corps in the Store Organization.
How to Successfully Operate a Hosiery Department
Style in Canadian Shoe Manufacture.
Style Trend in United States.
Footwear Styles from London.
Footwear Styles from Paris.
Trend of the Canadian Footwear Industry—styles, prices, quality, in-stock departments, organization, etc.
Fabrics used in Fancy Footwear—their manufacture, qualities and care, (Satins, Brocades, etc.)
Review of the Shoe Industry in 1920.
Increasing turn-over by Consistent Advertising.
Newspaper vs. Direct-by-mail advertising.
How Association Work Can Help to Build Bigger Business for Canadian Shoe Merchants.
Merchandising Methods that Build up the Men's Trade.
Drawing and Holding a Family Trade.
The Successful Organization and Operation of a Children's Department.
Putting the Novelties Across.
Orthopaedic Service as a Factor in Increasing Business.
Psychology of the Buying Public.
Striking the Right Note in Your Window Display.
Adapting the Retail Shoe Business to 1921 Merchandising Conditions.

ALL ATTRACTIVELY ILLUSTRATED

Hugh C. MacLean Publications Ltd.,
349 West Adelaide Street, Toronto.

Please send me "Footwear in Canada" for one year (12 issues) for which I enclose $1.00 (Foreign $1.50).

Ask about our Readers' Service Department

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Lady Belle Footwear

Value—always a feature of Lady Belle Footwear, has never been more prominent than in the new 1921 range. Combine with this the smartest of styles and the best of materials and workmanship and you have the real reason for Lady Belle's growing popularity.

Your requirements can be chosen from a range which includes an almost endless variety of lasts, leathers and patterns—for sport, dress and street wear.

Salesmen are now in their territories.

Wait for them.

The Lady Belle Shoe Co. Ltd.

Kitchener - Ontario

Makers of High Grade McKays and Canvas Shoes for Women

Look Over Your Stock of Sandals and Order at Once—

OUR new line of Solid Leather Sandals are winners—made in **Light Tan, Dark Tan** and **Patent Leather.**

We carry a full line of Leather and Shoe Findings, Finishing Machines, etc.

Write us at once.

BEAL BROTHERS LIMITED

52 Wellington Street East, - TORONTO, ONTARIO

All Canvas and Felt and Canvas Combination Innersoling

FOR McKAYS

The stitches sink completely below the surface in this material and there are no uncomfortable, humpy places. It's the ideal innersole for McKay work at a low cost.

Every inch is usable—practically no waste in cutting. Let us send samples for proof

THE LANDERS BROS. CO.
TOLEDO, OHIO

KELLEY KID

LEADS THEM ALL
in Uniformity,
Fine Texture, Wearing Qualities and Finish

In our West Lynn Factory during 310 working days, the average daily output has been 800 dozen finished skins, or an equivalent of 9,600 skins per day. This represents 60,000 feet of leather turned out each day, or 18,600,000 square feet of leather in one year. This amount provides over 6,200,000 people once a year with one pair of shoes—a large army!

Sold in All Foreign Countries

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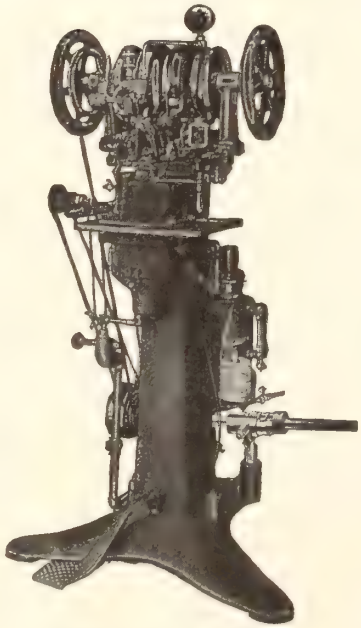
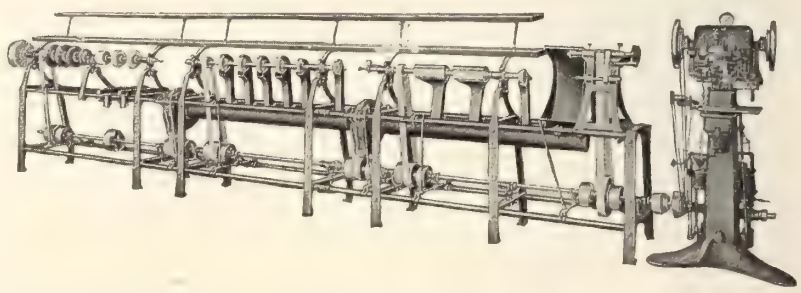
Landis Outfits are Money-Makers



Landis No. 12 Shoe Stitcher.
Sold outright—No royalty.

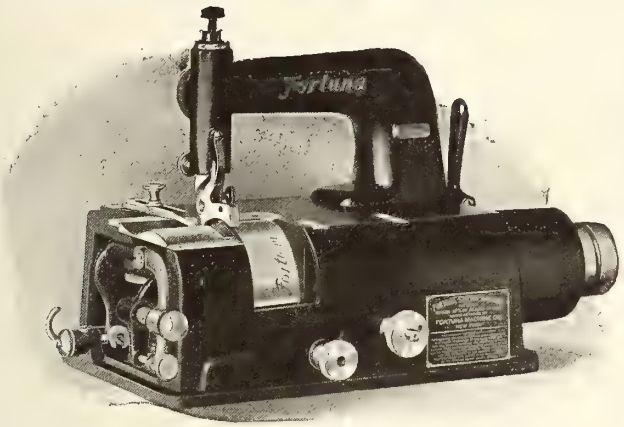
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms are easy.

We have many models of stitchers and finishers. Write for complete catalogue with prices and terms.



Landis Machine Co., 1515 N. 25th St., **St. Louis, U.S.A.**

Fortuna
Skiving Machine



For Manufacturers who Skive Leather, Felt, Cork, Rubber or Paper

Used extensively by Manufacturers of
SHOES, BOX TOES, TRIMMINGS, INSOLES, ANKLE SUPPORTERS, WELTING, ARCH SUPPORTERS

Sole Agents for Canada

Fortuna Machine Co.
127 Duane Street - NEW YORK

Founded 1882

The Commercial

Dry Goods, Footwear, Hardware, Grocery & General Merchants Review

An Established Business Paper that reaches the great western provinces of Canada.

Goes to the small general store in the prairie village and to the large Dry Goods, Footwear and Hardware Stores throughout the large western cities.

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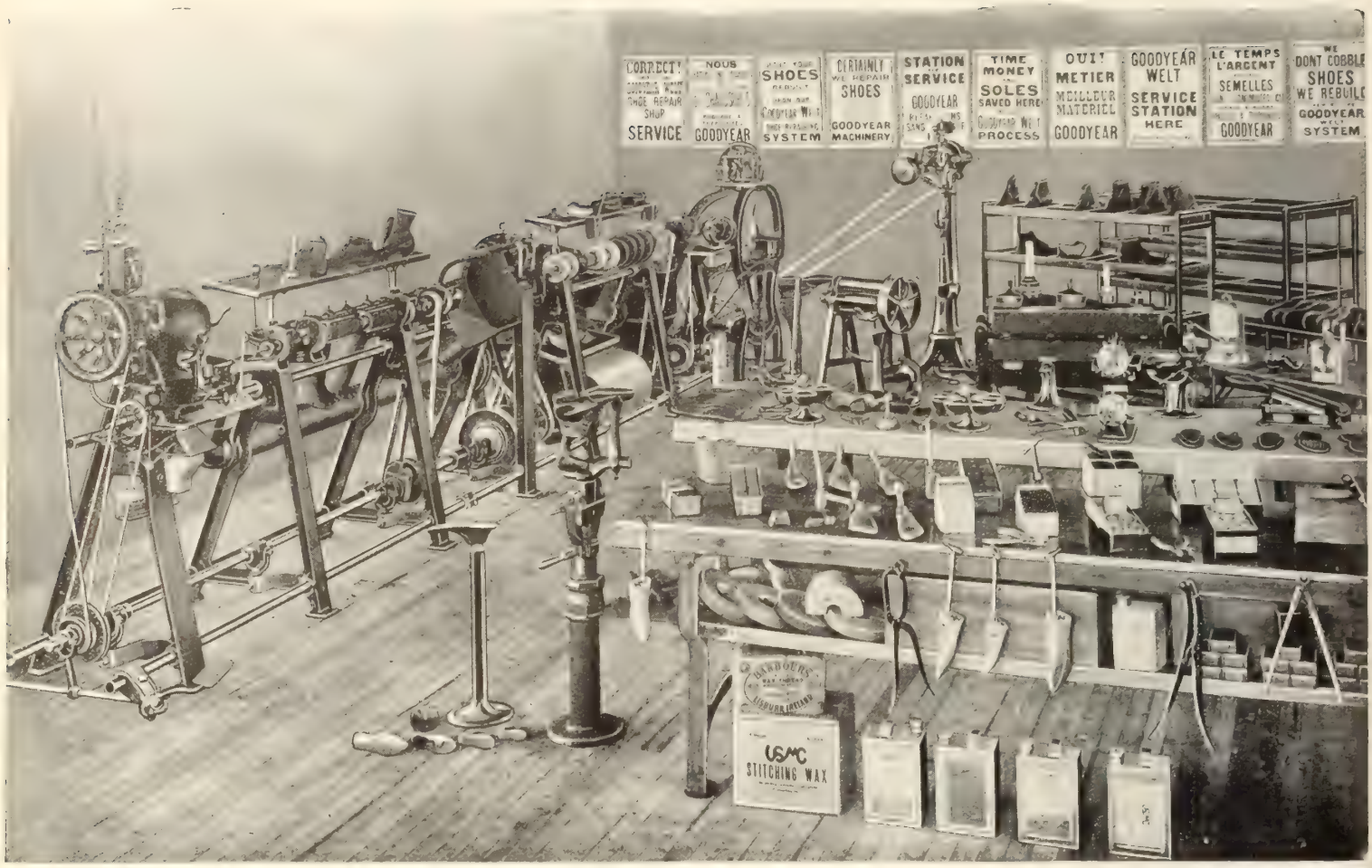
910 Electric Railway Chambers
Winnipeg, Man.

This Summer— sell "Sno-white"

EVERY customer buying a pair of white canvas or buck shoes requires "Sno-white," the perfect cleaner. The principle of this cleaner is to **remove** not just cover up the dirt. It is done by rubbing the shoe firmly with the dry "Sno-white" bag. It leaves the shoe soft, does not shrink the canvas, and even after being exposed to rain, dries out again, "Sno-white."

Get in touch with your jobber now and share in the very attractive profits which we offer.

F. C. Brandt - *distributor*
Kitchener, Ontario



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TORONTO ONTARIO

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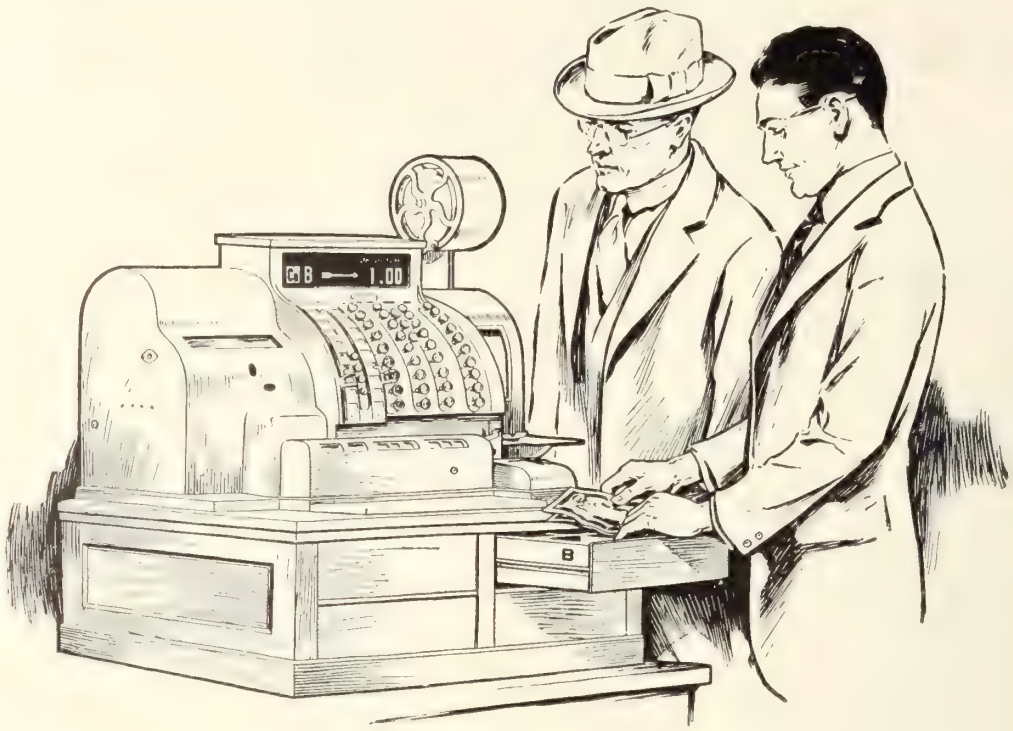

Clerk B has made a cash sale for $1.00

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This prevents mistakes in price and in making change. It removes temptation.

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This assures the merchant that every sale is handled accurately. It also assures him of accurate records which give him control of his business.

This is the indication. "Ca" shows it was a cash sale. "B" is the clerk's initial. "1.00" is the price.

Charge sales are indicated by "Ch," received on account by "Rc," and paid out transactions by "Pd."

The same indication shows on both front and back of the register.

We make cash registers for every line of business

NATIONAL CASH REGISTER CO.

OF CANADA LIMITED

Place Orders Before May 1st
and Get 5 p.c. Early Order Discount

All Orders placed Before May 1st, 1921, are subject to a Special Early Order Discount of 5 per cent.

Maltese Cross Rubbers have for over 25 years maintained a premier position as the leading line of Rubber Footwear in Canada.

PLACE YOUR ORDERS NOW

Do not put it off, waiting for lower prices. The new prices, which show a substantial reduction, are guaranteed against decline up to December 1st.

Travellers Will Call On You Shortly
Save Your Orders for the

MALTESE CROSS BRAND

Representative

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The Globe Pillow Welt

For fit, style, comfort and quality, there is nothing like our Globe Pillow Welt Shoe. It is made on a nature last, which gives to the foot all the room needed and still is of the very best style. The Pillow Insole insures a comfort enjoyed only in a shoe made under the Pillow Welt process. The best leather that money can buy, used under the best welting process known, makes the quality unequalled.

Our Baby Walk shoes are made on the same process, but the Out Sole is soft and flexible, such as required for a Baby's foot. The Quality and Style are of the Globe Pillow Welt Standard.

Globe Shoe
Limited
Factory TERREBONNE, QUE.

MONTREAL OFFICE
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114 St. James Street
SELLING AGENTS
L. H. Packard & Co., Ltd.
Montreal

THE WAY
the Child's Foot is growing
IN A
GLOBE PILLOW WELT SHOE
THE RESULT OF 30 YEARS EXPERIENCE

The Best and Most Durable
Shoe Laces Are Made
With Our

Power Shoe Lace Tipping Machines

Textile and Special Machinery
Harris-Corliss Steam Engines

Send for Catalogue

The Franklin Machine Company
Engineers Founders Machinists
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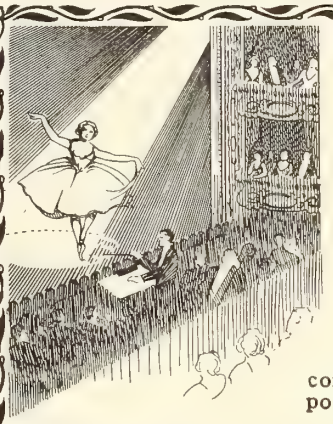

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insist on wearing Arthur Franks' Ballet Shoes. No other shoes afford the same amount of comfort and support.

BALLET SHOES

by Arthur Franks are supplied to Mesdames Pavlova, Kaisavina and Vera Karalli, and Messieurs Novikoff, Volinini, Adolph Bolm, etc.

Arthur Franks

3 Cotton Street, Australian Avenue,
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Electric Buffer Dryers
Electric Treeing Irons
Electric Heating Devices

All sold subject to your approval after thirty days' free trial

Write today for full particulars

Millner Company
1706 N. 12th St., St. Louis Mo.

"CANADA FIRST! Canadian Materials and Canadian Workmanship." That is the spirit that should animate the Boot and Shoe industry of this country at a time like the present.

JOS. TANGUAY'S working shoes are all-Canadian, and they are styled and priced to sell rapidly and extensively. They are made right and are rapidly winning preference.

We cordially invite your enquiries, and when in the Old City, a visit to our sample room will be most profitable to you. We show the same lines of staples as last year to which we are continuously adding new ones.

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We manufacture paper boxes of every description for Boots and Shoes. Send us your enquiries stating sizes and quantity.

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THE
King Paper Box Co.
Limited

Everything in Paper Boxes.

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LIMITED
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SHEEPSKINS

FOR

Shoes, Gloves, Saddlery
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Bags and Suit Cases
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Skivers
Embossed Leathers
Etc., Etc.

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Tanneries
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Quebec and Maritime Provinces
Represented by
JOHN McENTYRE LTD. 28 St. Alexander St. MONTREAL, QUE.

TRED RITE SHOES

OTTERVILLE,
ONTARIO

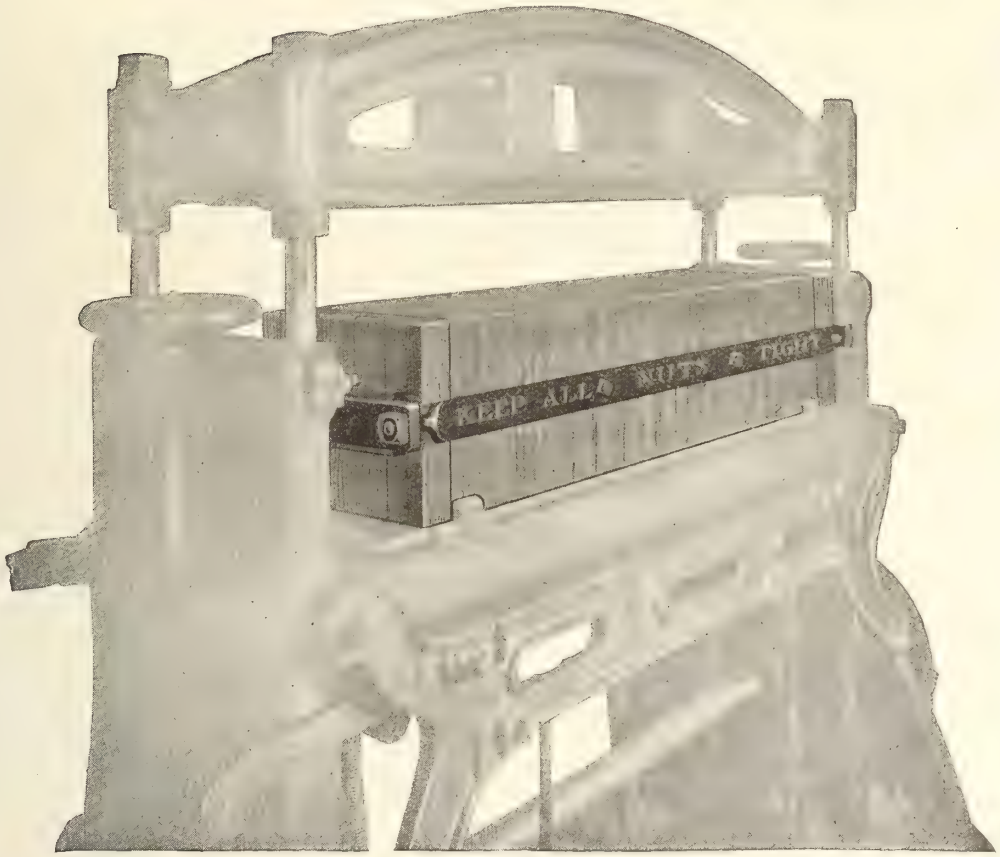
Mr. Retailer:---

Have you Tred Rite Shoes in stock now? If not you are not giving your customers the best service you can, nor are you doing yourself justice.

Tred Rite Brown and Black Storm Calf Bluchers are trade winners wherever they go, either Skuffer welt or Goodyear welt.

In stock now:—Youths' & Gents' Brown & Black Storm Calf Blucher on above last. Boys' on a good fitting semi-recede last, also Boys' Mahogany and Black Gun metal Calf Bals on recede bal last in Goodyear welt only. Ask for samples and prices to-day.

"LONGLIFE"



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HAVE JUSTIFIED EVERY CLAIM

THEY GIVE A CUTTING SURFACE OF JUST THE PROPER CUSHION.

THE SURFACE DOES NOT CHIP OR SLIVER.

THEY ARE UNIFORM THROUGHOUT—NO HARD KNOTS—NO SOFT SPOTS. THEY VERY RARELY NEED PLANING—NO CHEMICAL DRESSING IS NECESSARY.

They Improve the Quality of Your Work.
They Save You Money.

CARRIED IN STOCK BY

United Shoe Machinery Co. of Canada, Limited

Montreal

Toronto **Kitchener** **Quebec**

THE effectiveness of your window display may be greatly increased by the use of attractive display fixtures.

It is not possible to excel in appearance or workmanship the fixtures which are designed and made in our workshops.

Our catalog contains a variety of designs from which to make your choice. May we mail you one?

Decorative Fixture Company
1600 South Jefferson Street,
CHICAGO, ILL.

Shoe lacers cause more profanity than collar buttons. That's why progressive folks recommend

Nufashond
TRADE MARK REG. U.S. PAT. OFF.

The best pair of shoes you ever saw were not made with greater care than is used in the manufacture of Nufashond Fabric Tipped Lacers.
The best material, the best dyes, skilled workmanship plus the Fabric Tip which is part of the lacer itself.
It will never wear shiny or discolor or twist and can't come off.
Nufashond Tipped Lacers are made round, flat or tubular in all colors in sizes to fit all shoes.
Display Cases, Counter Cards and other attractive selling helps furnished.

You will make money on Nufashond Fabric Tipped Lacers.
Ask your jobber today for samples and prices.

Nufashond
TRADE MARK REG. U.S. PAT. OFF.
READING, PA.

THE FABRIC TIP-IT CAN'T COME OFF

Before

JOBBERS STOCKING "ZET," APRIL 1/21

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Province of British Columbia
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Province of Manitoba
Trees Spriggs, Ltd., Winnipeg.
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C. Tilley & Sons, Toronto.
Williams Toronto Shoe Co., Toronto.
Province of Quebec
J. I. Chouinard, Montreal.
L. H. Packard & Co., Ltd., Montreal.
Province of Saskatchewan
Great West Saddlery Co., Ltd., Saskatoon.
Maybee's, Ltd., Moose Jaw.
B. F. Ackerman & Co., Ltd., Regina.

"ZET"- the new shoe dye

will please your customers

"Zet" is a new and extremely handy leather dye for boots and shoes, travelling bags, and all kinds of leather goods. It is applied in the usual way with a dauber.

When dry, "Zet" is brought to a very fine polish with a soft cloth or brush. Rubbed on new or old shoes, "Zet" produces a brilliant and lasting lustre and preserves the leather. "Zet" does not contain nitro-benzol nor any other injurious chemical.

Used occasionally, "Zet" removes the necessity of using the customary polish. May be applied to either white, black or tan leather that has become soiled or spotted. "Zet" renovates old shoes and makes them look like new. It is put up in black and cordovan. "Zet" retails complete at 50c a package, and yields you a liberal profit. Order an assortment from your jobber.

Made in Canada by the

Sunbeam Chemical Co'y of Canada, Limited
84—90 Jarvis Street, Toronto, Canada

Sell It With Light

¶ Attractively illuminated store windows and a glimpse of a cheerful interior will do much to encourage customers to enter your store.

¶ Once inside—your merchandise is displayed to the best advantage by scientifically designed lighting.

Let us introduce you to a Lighting Expert

Because if your store is not efficiently illuminated by electricity, and no one has shown you how costs can be cut down and sales boosted by proper lighting, we shall feel that we have not fulfilled our mission as the National Electrical Journal of Canada

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Engineering Contracting
$2 A YEAR

Merchandising Transportation
TWICE A MONTH

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"Judge It by Its Users"

New Castle Kid

BLACK — WHITE — COLORS

Send for Samples

New Castle Leather Co.

NEW YORK

Canadian Branch:—335 Craig St. West, Montreal
Factory:—Wilmington, Del., U.S.A.

H. W. UPHAM

Now at

MONCTON, N. B.

With our larger and better quarters at Moncton we have greatly improved facilities to give the trade the best possible service in all kinds of

SHOE AND HARNESS REPAIRER'S SUPPLIES

Prompt Deliveries *Fair Prices*

The Peterboro Shoe

For MEN, BOYS, YOUTHS and LITTLE GENTS

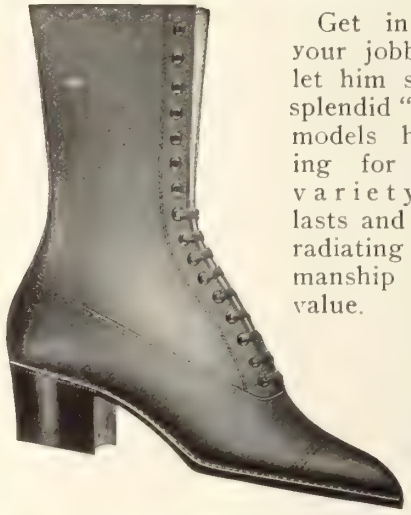
A staple line of Footwear, prominently known for its superior workmanship, first grade materials, smartness and comfort. A Line you can stock with assurance. Write us to-day.

B. F. Ackerman, Son & Co., Limited

PETERBORO, Ont. Western Branch, REGINA, Sask.

MAKERS OF THE "PETERBORO" SHOE

"La Duchesse" McKays for Women Turn Slippers for Men



Get in touch with your jobber early and let him show you the splendid "La Duchesse" models he has waiting for you. In a variety of leathers, lasts and patterns, and radiating good workmanship and unusual value.

Jobbers only

"La Duchesse" Shoe Co.

Registered

MONTREAL

Infoot Brand—British Make

SK 858
SILK (PLAIN)
Pink, White or Blue
SOFT SOLES
$10.90 Per. Doz.

INFANTS' FOOTWEAR, Limited

LONDON, ENGLAND

Greene-Swift Building, LONDON, CANADA

For Better Lines of

WHITE CANVAS SHOES, FELT SHOES and SLIPPERS, GAITERS and LEGGINGS, RUBBERS, Etc.,

Our Service Has Stood the Test.

WE SOLICIT A TRIAL ORDER

La Maison Girouard Limitee

E T. Shoe Co.) ST. HYACINTHE, QUE.

How many of these KENDEX Specialties are you Using?

There is not one of them that will not increase the utility and appearance of your product. Each one is made in Canada and guaranteed by us to be exactly as represented. Why not get in touch with us for samples and any other information you may require?

KENDEX Inner Soles for boots and shoes
KENDEX Middle Soles for boots and shoes
KENDEX Stitch Downs for boots and shoes
KENDEX Sock Lining
KENDEX Fillers
KENDEX Counters
KENDEX to combine with rubber or fibre outsoles
KENDEX Inner Soles to vulcanize to rubber soled tennis or outing shoes
KENDEX Slip Insoles
KENDEX Outsoles for felt slippers

HEEL PADS **TONGUE LINING** **PIECE FELTS**

RETAILERS. Kendex Slip Insoles are just what many of your customers are looking for to relieve tired, burning, and calloused feet. Selling them will bring you both good will and profit.

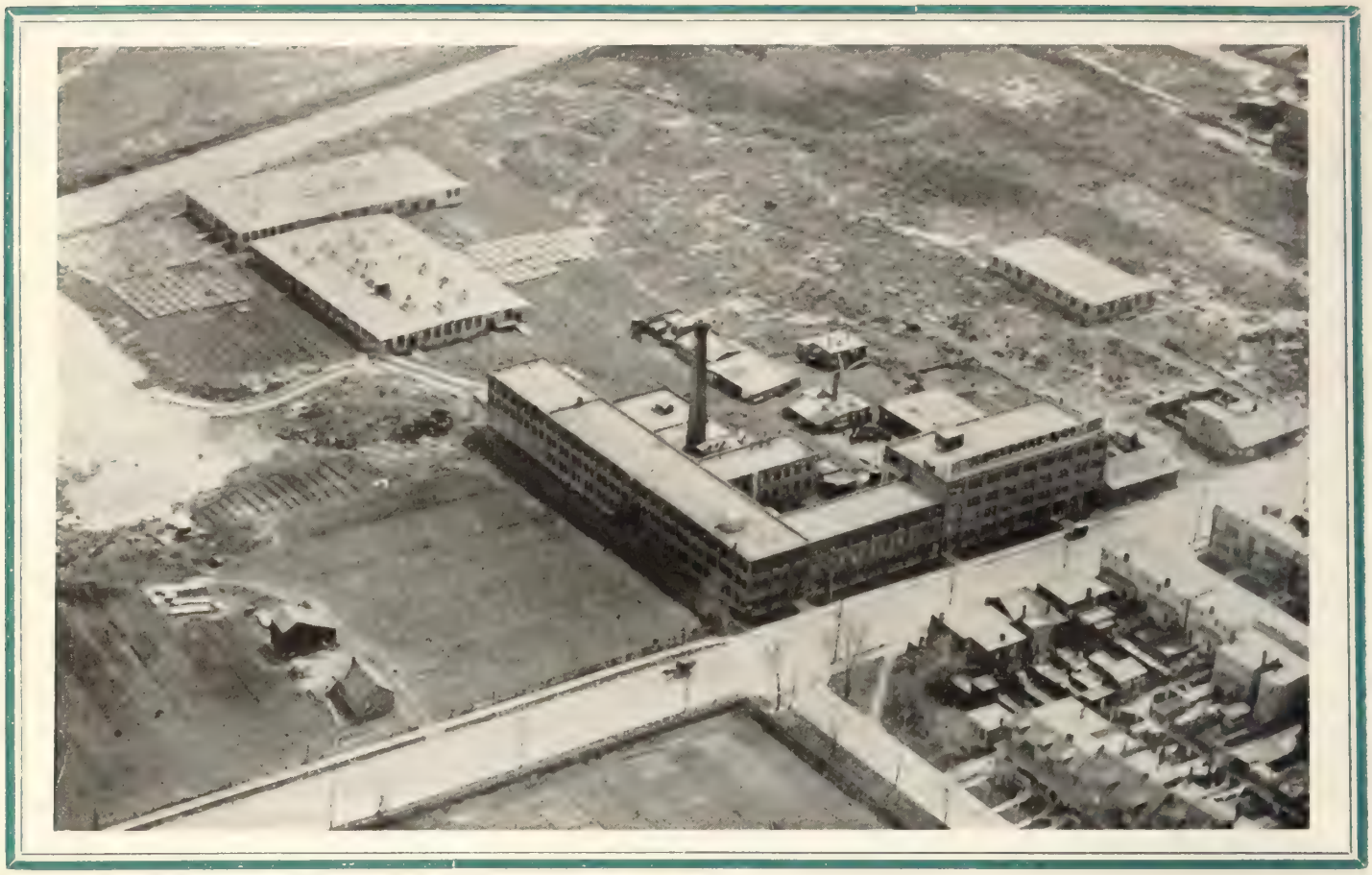
Write us today for full particulars.

KENWORTHY BROTHERS

OF CANADA LIMITED

ST. JOHNS, P. Q.

Represented by HORACE D'ARTOIS - - - 224 Lemoine St., Montreal



Clarke's Patent Leather

"THE Best Known Patent Leather in the British Empire." Such is the position Clarke's A.R.C. Brand has gained since it first appeared on the market seventy years ago.

The reason is found in the quality of the product. Nothing quite equals it for beauty and utility. This Spring it is to be found among the offerings of Canada's foremost footwear manufacturers. It will not fail them.

Manufacturer, wholesaler, merchant, all adjudge it the most perfect patent obtainable.

Do not let your salesmen leave without at least one line in which it is incorporated.

A. R. CLARKE & CO., LIMITED

MONTREAL TORONTO QUEBEC

Vol. XI.—No. 5 Toronto, May, 1921

Footwear in Canada

A Shoe Should be as Good as it Looks . . . .

How often have you heard a person say when talking of a pair of shoes that failed, "They looked all right when I bought them"—and then, "Never again!"

Perhaps the wearer did not know it was really the counter that failed but he is firm in his determination never to visit that store again.

Can you afford to take such chances on the shoes you sell?

The best way to make sure is by specifying the counter you want used—the BENNETT COUNTER.

Bennett Limited, *Makers of Shoe Supplies*

Chambly Canton, Que.

Made in Canada by the Largest Shoe Fibre Makers in the British Empire

Alphabetical Index to Advertisers, Page 64

PANTHER

Shoe Repairmen! Cash in on the good Qualities of these Products

GREATER comfort, greater service, greater value—greater all round satisfaction—has been responsible for the startling increase in the use of Panther Cushion Heels and composition soles.

Panther soling looks like leather, can be stitched and trimmed easily and does not allow the stitches to pull out. It will not crack, is waterproof and prevents slipping.

Panther Cushion Heels are the last word in luxurious foot comfort. Nothing gives the wearer quite such a feeling of security nor puts so much buoyancy into his walk.

Panther Rubber Co., Limited
Sherbrooke, Que.

FLEET FOOT to Business

If you ask a man why he wears FLEET FOOT shoes to business, nine times out of ten he says, "because they are so comfortable."

FLEET FOOT shoes are comfortable. The fine rubber soles and heels take up the jar of walking. The canvas uppers are light, cool and easy on the feet. The shapes are designed by experts who know how to put good style into shoes that fit the feet snugly, yet are light and flexible.

Sell the men several pairs of FLEET FOOT. Sensible oxfords for business—sport models for bowling, golf or tennis—a smart pump for evening wear—and perhaps heavy FLEET FOOT shoes for gardening or working around the place.

This is the way we are presenting FLEET FOOT facts to your customers. Benefit by this advertising. Fill your windows with FLEET FOOT Shoes — feature them in your own advertising—talk FLEET FOOT to every customer. Co-operate with us to make this the greatest year in FLEET FOOT history—for you as well for us. The nearest Dominion Rubber System Branch is always at your service.

Dominion Rubber System

Service Branches are located at:

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Brantford, Kitchener, Hamilton, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

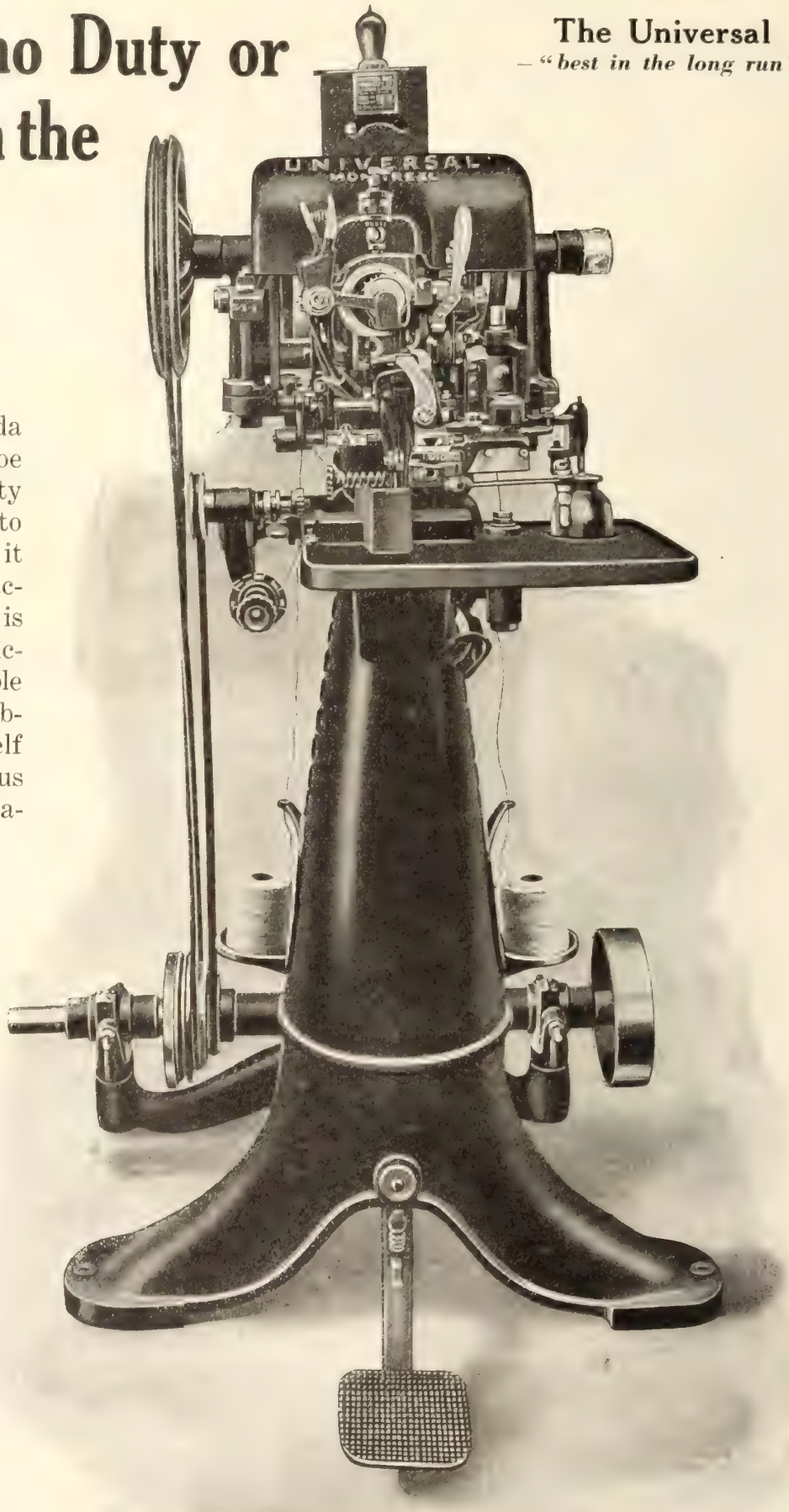
CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION RUBBER SYSTEM
AND ASSOCIATED COMPANIES

You Pay no Duty or Royalty on the Universal

It's Made in Canada

Built right in Canada for the Canadian Shoe trade. No Royalty, Duty or Exchange Rates to pay and we guarantee it to give every satisfaction. In design it is most modern and efficcient and as a profitable investment has established a name for itself wherever used. Let us send you full information as to prices, etc.

The Universal
— "best in the long run"



Universal Shoe Machinery of Canada Limited

128 Queen Street
Montreal

We are desirous of appointing agencies in all the Provinces of the Dominion. Write us for particulars.

TOP ASTORIA QUALITY

THE PARLIAMENT

"Nothing But Leather in Astoria Shoes"

"To see them is to appreciate style"

"To wear them is to know comfort"

Thus says a wearer of ASTORIA shoes.

Once your customer has experienced those qualities of better shoemaking that are to be found in high class custom made footwear, he will be a staunch friend of the ASTORIA line and the dealer who fits him.

It's the quality of the leather and the way its put together that makes the ASTORIA Paramount among Canadian High Class Footwear.

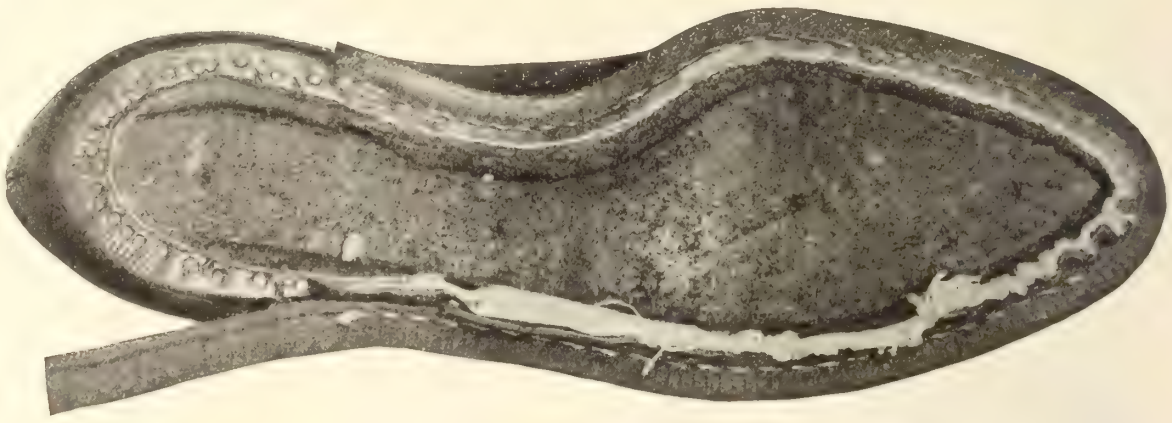
Scott-Chamberlain
LIMITED
LONDON ONTARIO

"Astoria"
The only Tailor Made Shoe in Canada

GOODYEAR WELTING

and the

"Buy in Canada" Campaign



We have all proper respect and sympathy for the theory that Canadian Shoe Manufacturers should "Buy in Canada" when all conditions are equal.

We do the same; we buy in the States **when all things are equal,** and yet, like Canadian shoe manufacturers our business is organized to manufacture and sell our merchandise **at a profit** and when we can **buy to advantage** elsewhere **we do so,** and it frequently happens that we are large buyers of Canadian and English leather. In

Barbour Grooved Endless Welting

you are offered the opportunity to buy better welting for less money. The adverse charges are absorbed by our acceptance of Canadian Funds.

America's Finest Welting and Making New Canadian Friends Daily

Barbour Grooved Endless Welting

Manufactured by

BY INVITATION MEMBER OF

NEW YORK U.S.A.

Brockton Rand Company

BROCKTON, MASS.

U. S. A.

"Canadian-made Counters for Canadian-made Shoes"

BEFORE being fashioned into counters, the fibre is put through the special D. & P. process. This ensures such a toughness that the counter will outlast the shoe—we guarantee it. Yet do not imagine D. & P. counters uncomfortable. On the contrary, they are pliant and yielding, quickly conforming to the shape of the wearer's foot. Why not let us send you samples?

We also maufacture solid leather, Union and leatherboard counters, leather and leather-board inner-soling. Our capacity of 75,000 pairs of counters per day means prompt delivery.

DUCLOS & PAYAN

Ed. R. Lewis, 45 Front St. East, Toronto; Ontario Selling Agent
Richard Freres, Quebec Selling Agents for Quebec City

Tannery and Factory: ST. HYACINTHE, P.Q.

Sales Office and Warehouses: 224 LEMOINE STREET, MONTREAL

A Style Service for Shoe Manufacturers

Distinctive lasts and patterns that tone up your line

—ones that stimulate sales and build up prestige.

If you will get in touch with us we will gladly send a representative to talk over the situation with you. He will suggest to you such styles as fit in your line.

Your increased sales from such a style service make it financially interesting to you.

Think it over.

United Last Co., Limited

MONTREAL, P.Q.

Even if you don't tell them It's made of VODE KID—

So many people know about VODE KID that it is, of course, an important selling point to be able to say "This shoe is made of VODE."

But even if you don't mention it, your customers will know from the very feel and the apparent beauty of the leather that they are purchasing quality.

You have been told so often about our standards of production—the permanence of our "dyed through" colors, the care with which we select our raw stock, that it seems almost unnecessary to mention them.

So just remember that whatever you want in fine kid leathers of the prevailing colors you can always find it in Vode Kid—plus an important public prestige.

THE STANDARD KID CO.
Boston, Mass.

Branches in New York, Philadelphia, Cincinnati, Chicago, St. Louis and Montreal

Vode KID
The Leather for Fine Shoes

For Spring 1922

Samples Now Ready for Inspection

White Canvas and Leather
Black and Colors
McKays and Turns

Made up along very exceptional lines and showing many new features which we have developed.

Gagnon, Lachapelle & Hebert

55 Kent Street - - - Montreal

L. B. Holliday & Company, Limited

Huddersfield, England

ANILINE DYES

And Coal Tar Products

To The Leather Industry:

Can you guarantee your colored leathers?

Do you realize that such a statement would very likely influence an increase in your business?

Today men come to you, demanding an ironclad guarantee—Can you cope with their demands?

You can if you are properly equipped.

The equipment you use and the ability of your men are both very important factors.

Yet they are both dependent upon the dyes and colors you use.

Dyestuffs that are absolutely guaranteed will therefore help you to guarantee your product.

Then why not try L. B. Holliday & Company for your next order for Dyes, Colors, etc.?

The following is a list of our products which are of particular interest to the Leather Trade and which can be shipped from Canadian stocks.

CHROME LEATHER BLACK G
CHROME LEATHER TAN 2G.
CHROME LEATHER BROWN G.
BASIC TAN O.
BASIC DARK BROWN P.
MAGENTA POWDER.
METHYL VIOLET 2-B CONC.
FRENCH BLACK 2938.
CHRYSOIDINE R. CONC.
BISMARCK BROWN R. CONC.
FAST RED A.
NEW PHOSPHINE R.
AURAMINE O. CONC.
ORANGE 11.
PONCEAU G.
BRILLIANT BORDEAUX 2-B.
ACID PRUNE V.
NAPHTHOL BLUE BLACK 10-B.
NAPHTHYLAMINE BLACK H.
LIGHT ACID BROWN L.
DARK ACID BROWN L. R.
NIGROSINE W. S.

Product Samples, Patterns and All Particulars from

L. B. Holliday & Co., Limited

Canadian Office and Warehouse:

27 St. Sacrament Street, Montreal

Orders Supplied Direct from Canadian Stock. **New Products will be Added from Time to Time**

Cables, "Dyewares," Montreal. **Telephone Main 8105**

The Globe Pillow Welt

For fit, style, comfort and quality, there is nothing like our Globe Pillow Welt Shoe. It is made on a nature last, which gives to the foot all the room needed and still is of the very best style. The Pillow Insole insures a comfort enjoyed only in a shoe made under the Pillow Welt process. The best leather that money can buy, used under the best welting process known, makes the quality unequalled.

Our Baby Walk shoes are made on the same process, but the Out Sole is soft and flexible, such as required for a Baby's foot. The Quality and Style are of the Globe Pillow Welt Standard.

Globe Shoe
Limited
Factory TERREBONNE, QUE.

MONTREAL OFFICE
J. A. Bluteau, Representative
11a St. James Street
SELLING AGENTS
L. H. Packard & Co., Ltd.
Montreal

THE WAY
the Child's Foot is growing
IN A
GLOBE PILLOW WELT SHOE
THE RESULT OF 30 YEARS EXPERIENCE

"EUREKA"

There is Big Demand for Brogues and We Can Give Quick Delivery

We particularly emphasize our No. 8339 calf brogue oxford on Last 55 in any color. Royal Purple, Mahogany, and Nut Brown are the popular shades. Our brogues have a full middle sole and are Goodyear stitched.

Strap, Cross-Strap and Tie Pumps on our new No. 100 Last with 12/8 or 13/8 Cuban heel are big sellers.

Write for samples and quotations of Growing Girls', Misses' and Children's lines.

If you demand shoes at a cheap price you can get them, but if you want quality buy EUREKA shoes.

Do not fail to write us and we will show you our samples in Montreal at any time.

Eureka Shoe Co., Limited
THREE RIVERS, QUE.

The Big Three in Canadian Shoedom

Touches new peaks season after season.

The reason is all in the shoes themselves.

Dalaco CANADA

Metropolitan

PATRICIA

Daoust, Lalonde & Co., Limited

MONTREAL, QUE.

The

"AMES HOLDEN"

Brand of

Rubber Footwear
Canvas Rubber-Soled Shoes
Felt Shoes and Slippers

IS NOW ON THE MARKET

Manufactured and sold by

Ames Holden McCready, Limited

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, London, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Vancouver.

Don't forget to attend the Convention in Toronto, on July 13th and 14th

LEATHERS

Glazed Kid
Side Leathers
Glove Leathers
Shoe Findings

Correspondence Solicited

PIERRE BLOUIN Reg'd.
QUEBEC, 60 Colomb St. **MONTREAL, 59 St. Peter St.**

THE ROBSON LEATHER CO. LIMITED
HIGH GRADE SIDE LEATHER
OSHAWA CANADA

TANNERS AND CURRIERS

Tan Chrome Sides
Mahogany Chrome Sides
Royal Purple Chrome Sides
Elks, various colors
White Buck
Chrome Patent Sides
Dull Chrome Sides
Bright Boarded Sides
Retan Storm Leather
Chrome Tongue Splits

The Robson Leather Co. Limited
MONTREAL OSHAWA QUEBEC

Griffin Polishes-Powders-Dyes-Cleaners

QUALITY SUPREME-Prices Right-Easy to Use

SUEDE SIFTER

(Also made in Liquid)
Black, Pearl Grey, White

Patented Bottom

Suede Powders to match every shoe.

Write for complete price list and colors.

Put up in Powder Bags, etc.

PEUERWHITE

Extra Brush for Nu-Buck—Buck—Canvas, Etc.

GRIFFIN WHITE CAKE
TWO SIZES

Cleans Buck—Calf—Nu-Buck—Canvas, Etc.
(Aluminum Container)

Now Open—Montreal Warehouse

153 PEEL STREET
PLATEAU 2832

IMMEDIATE STOCK SERVICE SHIPPING TO ALL EASTERN CANADA. ALL SHOES—FINDINGS—NOVELTIES

CORRESPOND TO TORONTO OFFICE

"GRIFFIN" name stands for Supreme Quality

STRONGLY ADVISE ORDERING TO-DAY

PUT UP IN ALL SIZES AND STYLES OF CONTAINERS

DISPLAY PACKAGES THAT SELL MERCHANDISE

GENUINE GRIFFIN KIDINE

For Fine Kid—Calf or Nu-Buck
Two Sizes

"GRIFFIN" Polish Guaranteed Products One for every material

Special Offer to May 25th Only

—Any retailer who has not bought Griffin polishes yet—On one gross assorted will prepay anywhere in Canada first shipment via freight.. L. Levy, Mgr.

There are no better or better known dressings than "Griffin"

Canadian Shoes Findings Novelty Co.

2 TRINITY SQUARE TORONTO, CANADA

BY ROYAL APPOINTMENT

1770 1921

Day & Martin's

(The House with a History)

Outfit

Black or brown leatherette box with padded lid, embossed with silver lettering, containing :

1. **One tin of either Black or Brown Day & Martin's Wax Shoe Polish in the tin with the Tab.**
2. **Hard brush for removing the dust. This brush also has a small end for applying the Polish.**
3. **Soft brush for polishing.**
4. **Scarlet velvet pad for finishing.**

Full directions how to keep shoes young the Day & Martin way,

The Day & Martin Outfit will appeal to your customers as a useful and compact shoe-cleaning set, to pack easily in their grip for use when going on a journey. For you it makes an attractive window or counter display, and is supplied at less than cost price to all dealers stocking Day & Martin's Shoe Polish.

Quotations on receipt of post card to :—

HARGREAVES (CANADA), LTD.,
24, Wellington Street West, TORONTO.
WINNIPEG. VANCOUVER.

AIRD & SON
REG.
MONTREAL

SPAULDING'S
Fibre Counters
Guaranteed

The most extensively used and most satisfactory counters on the globe.

A style for every shape of last and grade of shoe, Men's, Women's and Children's.

SPAULDING'S
Fibre Counters
Guaranteed

J. SPAULDING & SONS CO., INC.

Main Office and Factory
NORTH ROCHESTER, N. H.

PHILADELPHIA
John G. Traver & Co.
141-143 No. 4th St.

CINCINNATI
The Taylor-Poole Co.
410-412 E. 8th St.

SEVEN FACTORIES
Tonawanda, N. Y.
No. Rochester, N. H.
Rochester, N. H.
Milton, N. H.
Townsend Harbor, Mass.

Boston Office
203-B ALBANY BUILDING

ST. LOUIS
The Taylor-Poole Co.
1602 Locust St.

CHICAGO
J. E. D. McMechan & Co.
217 W. Lake St.

English Agents: J. Whitehead & Co., Ltd.,
Leicester, England.

Canadian Agents
International Supply Co., Kitchener, Ontario, and Quebec City. V. Champigny, Montreal

SPAULDING'S
OAK TAN
FIBRE INNERSOLING

Is this your idea of Service?

Think of the House of Robinson as your own stockroom — filled with thousands of pairs of the most wanted footwear—all ready for you to take as needed.

Think of us as your own salesmen —ready to get you exactly what you order—sending it to you just when you specify—helping, suggesting, advising—if you ask it.

And the prices? No need to tell you they are the fairest in Canada—ask anyone who has ever dealt here.

If that is your idea of Service, we shall be pleased to have you get in touch with us.

James Robinson Co., Limited

Specialists in Fine Footwear

MONTREAL

"Well bought is half sold"

—An old maxim the truth of which is never better realized than when dealing with Robinson.

Here you get the market's choicest offerings—at a price you know is more than reasonable. And it does not matter where you are located or what the size of your order. You get the same prompt, intelligent service accorded to all.

Just let us know your requirements for present or future business. We will gladly send full information.

James Robinson Co., Limited

Specialists in Fine Footwear

MONTREAL

THE DEAUVILLE

The Tetrault Shoe you have been waiting for. A glance will tell you it has the lines of saleability. Its success as a winner is a foregone conclusion—the outstanding style, faultless workmanship, and moderate price make it so.

See your jobber at once. He has it in stock and can serve you promptly.

The Tetrault Shoe Manufacturing Company

Limited

MONTREAL - CANADA

The Yamaska Brand
J. & M. Cote
ST. HYACINTHE.
CANADA.

Include these three models in your Fall buying

It is only necessary to see the Yamaska samples for Fall to realize that the whole range is one of unusual merit.

That they are going to be big sellers there is no doubt. Yamaska workmanship, style and value will make them so. Wait for our representatives before placing.

No. 072. Men's Welt, Bal, Pointed Toe Last. Made in mahogany velour side. Also Gunmetal Calf and Box Kip black, sizes 6-11.

No. 311. Women's and Growing Girls' McKay, Bal. Made in Gunmetal Calf, Dongola, Mahogany Velour side or patent vamp and dull top. Sizes 3-7.

No. 313. Women's and Growing Girls' McKay, Oxford. Made in Gunmetalf Calf, Dongola, Mahogany Velour side, and Patent. Sizes 3-7.

La Compagnie
J. A. & M. COTE
St. Hyacinthe - Quebec

AS TO GAITERS

A few days ago the Hartt Boot & Shoe Co., Ltd., confirmed their order to us for gaiters; so also did the John Murphy Co., Ltd., the Walk-Over-Shoe Store, Waterbury & Rising, Ltd., and many other houses of like importance: in fact most of the leading shoe retailers in Canada have endorsed the quality of our spats and overgaiters by placing their orders with us.

We intend to continue the production of high-grade spats and overgaiters at fair prices.

We intend to merit the continued confidence of such firms whose own reputation stands so high, and the purpose of this announcement is to establish in **your** mind the faith in our merchandise and this house so firmly that, if you have not already placed your order with us, you will now give us the opportunity to discuss the matter with you. Eleven of our representatives are in the field. Which one shall call on you? Just write giving us your location.

HALL AND HODGES
LIMITED
16 ST. SACRAMENT STREET
MONTREAL CANADA

Gaining Good-will through Service

The difficulty which parents say they experience in getting children's footwear that will "stand the racket" is proverbial. Yet the good-will that has been gained by Eclipse shoes is largely due to the service they give.

Many parents know this, so that you will often find all the children in a family shod with this well-known make.

Capitalize on this good-will by handling the Eclipse lines. Our travellers are now out and will be pleased to show you the full range of

ECLIPSE SHOES

Representing the highest grade and most complete line of juvenile footwear made in Canada.

The Galt Shoe Manufacturing Co.

Limited

Galt - - Ontario

FRANK SLATER
Strider
REGISTERED
SHOE

ESTABLISHED 1903

Are You the Man?

ARE you making an effort to increase your business? Are you determined to keep down your inventory? Are you anxious to turn over your capital more often?

If you can say "YES" to these questions, and if there is no STRIDER SHOE agency in your town, you will be interested in our IN STOCK department.
We carry in stock over 30 lines of Men's and Women's Fine Welts in High Shoes and Oxfords.

"STRIDER SHOES" ARE THE MOST PROFITABLE WELTS YOU CAN SELL

SAMPLE PAIRS OF ANY LINE ON REQUEST

EAGLE SHOE CO. LIMITED

587 BEAUDRY STREET MONTREAL

Strider
REGISTERED

By Every Standard of Comparison "STRIDER SHOES" are Better

Now Ready to Ship.

No. 6016. Men's Duchess Brown Calf, Ball Strap Oxford. On Last No. 60. A smart square French Toe. Carried in stock C width, sizes 5-10.

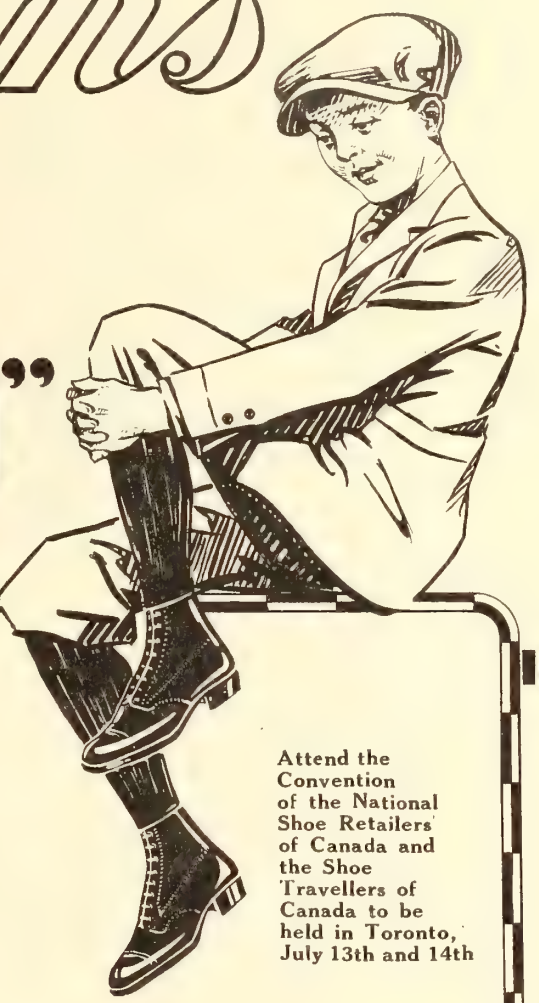
No. 6017. As above on Last 34, which is a semi-recede toe.

These are both big sellers.

No. 5014 Royal Purple Rena Oxford, Single sole, last 406. C & D width, sizes 2-7. Price, $5.65.

Williams'

"YOUNG CANADIAN"



BOYS will continue to be boys, and they must be shod accordingly.

Williams' "Young Canadian" will be the choice of parents in your neighbourhood because they are the "good-looking" staple shoe possessing unusual wearing qualities.

In stock for prompt delivery.

ORDER NOW

Attend the Convention of the National Shoe Retailers of Canada and the Shoe Travellers of Canada to be held in Toronto, July 13th and 14th

Canada's Standard Staple Shoe

For Boys

—

Williams Shoe Limited

BRAMPTON
CANADA

"HOLTERSHOES" FOR WOMEN
THEY FIT
THE HOLTERS COMPANY CINCINNATI

HOLTERSHOES

No. **236**—White Nile Princess one strap, English Welt, Oak sole, white welting, white ivory military leather heel, height 1⅝ in.
AA—4½ to 8; A—4 to 8; B—3½ to 8; C & D—3 to 8. **Price, $4.10 Net.**

No. **237**—White Nile Oxford, English Welt, Oak sole, white welting, white ivory military heel, height 1½ in.
AA—4½ to 8; A—4 to 8; B—3½ to 8; C & D—3 to 8. **Price, $4.00 Net.**

WHITE CANVAS FOOTWEAR SUPERFINE

The distinctiveness of HOLTERSHOES is apparent in the beauty of their line of white.

Here the retail merchant may at once tone up his stocks and still keep within the scope of popular prices—the popular prices that appeal to the majority and are the power that builds up volume trade.

Make an early showing of these HOLTERSHOES in white and enjoy a long season of profitable business. They will be

READY TO SHIP MAY 25th

from our stock department.

All Net 30 Days.

Don't forget the date of the Toronto Convention of the National Shoe Retailers of Canada and the Shoe Travellers of Canada—July 13th and 14th.

THE HOLTERS COMPANY

Cincinnati - Ohio

OXFORDS

Have the Call

WE HAVE IN STOCK

FOR IMMEDIATE DELIVERY

No. 320 Girls' Gun Met. Bal Oxfords, 8/10½
No. 420 Misses' Gun Met. Bal Oxfords, 11/2
No. 323 Girls' Brown Calf Bal Oxfords, 8/10½
No. 423 Misses' Brown Calf Bal Oxfords, 11/2
No. 610 Gents' Gun Met. Bluc. Oxfords, 8/10½
No. 710 Youths' Gun Met. Bluc. Oxfords, 11/2
No. 613 Gents' Brown Calf Bluc. Oxfords, 8/10½
No. 713 Youths' Brown Calf Bluc. Oxfords, 11/2.

A trial order of Renown Brand juveniles will give you confidence in the sales possibilities of this up-to-the-minute line. Oxfords are the order of the day and we have as fine an assortment of McKays as you will find in the Dominion for Youths, Little Gents, Misses and Girls. We suggest that you get in touch with us early as we must fill orders in rotation as they are received. The above list represents lines which are meeting with wonderful popularity wherever tried.

Scroggins Shoe Company
Limited

GALT ONTARIO

FLEET FOOT

Time is Here

FLEET FOOT shoes were designed originally for sport. Men liked them so well—found them so restful and comfortable—that they demanded FLEET FOOT styles for every-day wear.

Then wives and mothers and girls in dainty summer gowns insisted on having FLEET FOOT Pumps and Oxfords.

Now, there are styles for every member of the family—men, women, boys and girls—for morning, noon and night—work and play—in town and for holiday time.

FLEET FOOT time is here. Display FLEET FOOT. Talk FLEET FOOT. Push FLEET FOOT.

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION RUBBER SYSTEM
AND ASSOCIATED COMPANIES

Dominion Rubber System

Service Branches are located at:

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, Brantford, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

Footwear in Canada

A National Journal of its Findings, Making and Sale, with a quality circulation—every reader a possible buyer.

Published Monthly.

HUGH C. MACLEAN PUBLICATIONS
LIMITED
THOMAS S. YOUNG, Managing Director

HEAD OFFICE - 347 Adelaide Street West, TORONTO
Telephone A. 2700

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WINNIPEG		Electric Ry. Chambers
VANCOUVER		Winch Building
NEW YORK		296 Broadway
CHICAGO		Room 803, 63 E. Adams St.
LONDON, ENG.		16 Regent Street S. W.

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Vol. 11 May, 1921 No. 5

Reasonably Conservative Buying Policy Incurs Little Risk

"Footwear" has been criticized as urging the matter of buying too strongly upon the retail trade. Our opinion remains the same, however, and we do not feel we should retract anything we have said. We have not advised the retailer who is still over-stocked to go into the market for future requirements. We have counseled against speculation and against any immediate return to the old system of trying to anticipate each season's entire requirements six months' ahead. We doubt if business will ever be done in just the same way again. But there is the opposite extreme of trying to do business on a depleted stock, and in the effort to grasp the shadow of future lower prices, losing the substance of present profitable business through inability to meet the customers' needs or preferences.

The retailer knows that stocks cannot be kept in proper shape entirely through hand-to-mouth buying. Shoes cannot be ordered today, manufactured tomorrow and shipped the next day, nor can the shoe merchant's needs all be taken care of from in-stock departments. At Easter, for example, some factories turning out straps were away behind on their orders, and the merchants who waited just a little longer did not have their novelties in time for the Easter trade.

The tendency is for everyone to hold off buying on the declining market, but experience appears to prove that losses through price declines are only sustained when the peak is reached and a rising market changes to a falling market, leaving merchants with heavy stocks on their hands bought in anticipation of a further advance.

When the market is declining, production is curtailed, and there is no likelihood of over-production until the prices begin to rise again. An expert on trade and financial conditions, writing in the Dry Goods Economist, states, in this connection, that under these circumstances "The merchant does not face the danger of competition from a surplus that would break the market, except possibly toward the end of the season when there may be some stocks of seasonable goods held by selling agents or wholesalers which must be liquidated. With conservative production such stocks never can be heavy and have little effect except to serve as ammunition for late clearance sales."

While there is no doubt a feeling of satisfaction in being able to pick up goods cheap in the middle of the season, the advantages are doubtful, particularly when one considers the risk the merchant runs of having an ill-assorted stock and being unable to secure deliveries when they are needed.

Talk of scarcity does not go down well with shoe merchants at the present time because they heard the same story back in 1919 and 1920. But conditions are now entirely different; some of our largest factories have been practically closed down for many months, and those that continued in operation ran on short staff and short hours. The result is that production for the past twelve months is away below normal, and the surplus of shoes that existed has been liquidated. With factories working on their present basis, there are not sufficient shoes being turned out to meet the normal needs of the Canadian people. If this condition should continue much longer, a shortage, in some degree, is bound to arise, and the factories will become congested with a flood of accumulated orders.

"Footwear's" Hosiery Department

The Hosiery Department, which appeared for the first time in the April issue of "Footwear" is an innovation which should be of keen interest to the shoe merchants. It has been started with the idea of bringing home more forcibly to the trade the advantages of handling hosiery in the shoe store. Not under all circumstances, nor in all communities, is it wise for the shoeman to branch out into this line, but on approaching a number of the livest shoe merchants in the Dominion who have had experience in merchandising hosiery as a side line, we find they are all of one mind, that the hosiery department, if pro-

perly handled, is a very valuable asset to a retail shoe business.

There appear to be one or two essentials—first, that the hosiery department should be in charge of one competent sales' person, who is responsible for it, and second that the stock should be adequate to supply the customer with hosiery that will harmonize with any shoe she may purchase in the store. Where women's hosiery is being handled, the only proper plan is to have a live saleswoman looking after the department.

The present is not an opportune time to urge a shoe retailer whose stock is not in proper shape, or whose finances are not in as sound a condition as they might be to introduce a new side line into his store. But any shoe merchant who is on a firm footing and who is anxious to increase his turn-over without any great outlay of capital will do well to investigate the possibilites of a hosiery department in his store.

Have you joined the N.S.R.A. yet?

Can Style be Made Bigger Factor in Sale of Men's Shoes in Canada?

Our progressive contemporary, the Boot and Shoe Recorder, is prosecuting a vigorous "More Shoes for Men" campaign. It is urging very strongly that the retail trade should educate the male section of the population to the "style" idea in footwear, and thus boost the sales of men's shoes to a figure somewhat more nearly proportionate to the sales of women's shoes. "You know, right inside," it declares, "that the situation cannot go on with sales averaging twenty pair of women's shoes to one pair of men's shoes sold. Preposterous figuring you may say—but look at the handful of factories out of 1,400 which can strictly call themselves men's factories exclusively. Look again at the production sheets of the nation showing approximately 93 per cent. work on women's shoes and but 7 per cent. on men's. Look, too, at the census figures and see if the number of men and women do not about tally. Well, what is the answer? If it isn't style, why then wrap up your men's department and drop it into long forgetfulness. It won't pay to run it on one pair per man with repairs on the side."

Is it practicable? Can the men of the 20th century post-war period be educated to the idea of buying shoes to suit each change of mood, as well as each change of clothes? Can they be taught to make "Fashion" rather than "Service" the deciding factor in the footwear purchases? Will they ever arrive at the point where their whims will immediately create new styles, and where new styles will be one of their whims? Men at one period in the history of the race were more fastidious and more fanciful in their wearing apparel than were the members of the fairer sex. Is it possible that they will ever again vie with the ladies in attention to the detail of their personal appearance? Or getting it right down to brass tacks, can they be educated to buy two or three, or half a dozen pairs of shoes to the single pair they buy now?

This is an interesting question, and one that we should like to have our readers' opinions on. What do you think, Mr. Merchant? Can style be made a bigger factor in the sales of men's shoes in Canada?

Be Ready for White Footwear Season

The public each season seems to be growing more and more favorable to white footwear. The comfort, seasonableness, and style of the summer and sport's goods make their appeal more general and more telling every summer, and the shoe merchant will do well to feature them frequently. As mentioned in another column, it would seem particularly appropriate to make May 24 a "White Shoe Day" in Canada. The hatters have made quite a success with the "Straw Hat Day" and there seems to be no reason why the shoemen should not do just as well along the same line. If the trade will work together in a white shoe campaign, it will mean a considerable increase in turn-over during the summer season.

Have you joined the N.S.R.A. yet?

More Optimism in Leather Market

In the leather market there seems to be an atmosphere of expectancy. Each man seems to be waiting for the other to start something. Business, the leather men say, is of a spasmodic nature. A few concerns are fairly busy, while others are doing comparatively nothing. The indications in general, however, seem to point to a stiffening in leather prices, which would probably produce a considerable stimulation of demand. One dealer who is in close touch with the trade says that the general opinion is that the bottom has been reached and there will be an advance all along the line within the next few weeks. The general run of side stock—which last year were running 65 to 70 cents—are now selling at a base price of 30 to 35 cents. Calfskin has dropped in proportion; high grade skins are now selling at 45 to 60 cents, which before the break were running $1.35 to $1.50. Sole leather has not dropped to the same extent—but neither did it rise nearly as rapdily. The decrease in the sole stock runs 30 to 35 per cent.

While as yet there has been no stiffening in the prices of leather, the livening of the demand has created a feeling of optimism in many quarters.

"When we hear of a man cutting down on his advertising," said a bank president recently, "we cut down on his credit."

Here is an Original Method of

Procuring a Reliable Mailing List

Letting the Kiddies Do It—Chatham Merchant's Scheme Advertises the Store and Brings in Detailed List of Names and Addresses

By A. L. McCready

AN accurate and representative mailing list is one of the almost indispensable business-building factors in an up-to-the-minute retail footwear establishment. Indeed it may be considered one of the requisites of an effective advertising campaign. How best to procure it is the question—one, no doubt, over which many a merchant has puzzled his brains.

The use of the city directory in doing this is not always satisfactory. These directories issued near the first of the year, while practically correct at that time become unreliable near the end of the year. There is always a certain amount of change in the place of residence of many of a city's population each year. Thus, while the directory might contain the right addresses at the first of the year, it would be out at the end.

A list might be made from the telephone directory but, though reaching a good class of prospects, it would be far from representative. There are probably ten homes in the city without a phone to one that has, and it is an even bet that each home of the ten without a phone is as good a prospect as the home with a phone.

To get all homes one might use the voters' list. It certainly is representative and should be correct if anything is. But it is printed yearly and runs the same chance of change near the end of the year as the directory does.

One can, however, get a mailing list from these sources by using them individually, or collectively, but in doing this it is necessary to devote the time of a clerk or book-keeper in going through these books and listing the names and addresses. This work might be classed as non-productive time, as it means taking someone from his regular work and thus creating a new expenditure, as it were. It should, of course, be charged to advertising, but, in the ordinary way, it is an expenditure which, of itself, produces no direct returns. Why not make the procuring of the mailing list an advertising feature from start to finish? This was the question which arose in the mind of a Chatham, Ont., shoe merchant, Mr. H. Grey Hodges, and he struck a solution which not only accomplished this end, but also eliminated considerable clerical work.

It only required a few minutes of his own time and a consultation with his printer to get his scheme under way. In due time the printer supplied him with a quantity of scratch pads and questionnaires, which he placed in the hands of the teachers in the different city schools for free distribution among the scholars. At the top of each sheet in the scratch pads he had printed a running line—"Try Hodges" for your Christmas Slippers, Hockey Shoes, or Shoes of Any Kind." (The distribution was made prior to Christmas.) Thus the pads served a double purpose—they carried his ad and afforded a writing pad for the scholar.

Attached to each pad was a printed sheet bearing the word, "Notice!" and underneath, wording to the effect that any boy or girl who brought to Hodges' the card enclosed with the pad, carefully filled out as requested, would receive a prize.

A note at the bottom of the notice asked the scholar to present the card between 7 and 9 p.m. on a stipulated date. This provision was to expedite the program by having the cards all in at a certain time when the staff would be ready to give out the presents mentioned. It also aimed to avoid the confusion of the youngsters trooping in at any old time during business hours.

On the card or questionnaire accompanying the pad were the following questions:

Your name in full and street address.....
The date of your birth.....
Your father's name, if living.....
Where is he employed?.....
Your mother's name, if living.....
Have you any brothers or sisters not attending school?
If so, please give their names in full.....
.....

When these cards were returned, each scholar received a regulation size school scribbler. Here, too, the idea of advertising was applied. The front cover page carried two cuts or photos of Hodges' Shoe Store and a line "Compliments of H. Grey Hodges." On the back cover a Christmas cut showing a display of shoes was printed bearing the wording "Give Shoes for Christmas."

Throughout, the material given away carried its advertising message, making the scheme a first-class advertising stunt. The questionnaires were printed on heavy card and made convenient for filing. These cards when properly filled out furnish the basis of a most complete mailing list. Not only the heads of the house are listed, but every member of the family—something not to be gained from the directories as they list only adults.

Mr. Hodges states that his list is representative of over 1000 families, and this in a city of 15,000 shows that the scheme has covered the ground pretty thoroughly, when one makes allowance for the transient and unattached population.

Of course more than one card came from some families having two or more children at school, and in the neighborhood of 1,500 questionaires were returned to Mr. Hodges. This gives him a mailing list from which he can address his messages to the adults, or if they are to interest the scholar or other members of the family, he has their addresses also.

By this method of procuring a list Mr. Hodges has saved the time of a clerk in preparing a list which would be necessary in the ordinary way. The scholars have prepared the lists for him, and by filing the cards away, in alphabetical order, or otherwise, he has them at hand for reference.

The argument may be made that some of these addresses will change. It is quite possible that they will, but for immediate use they can be relied on as

no list could be which is taken from the city directory.

Practically everyone in these days believes in the value of advertising in the welfare of business, but Mr. Hodges not only believes it—he does it, consistently and continuously. The success and popularity of his store is proof of this contention.

Last year he moved his business into larger and more commodious quarters, and now occupies a bright, well-lighted and most modern shop. The store was remodelled according to Mr. Hodges' ideal of an up-to-date shoe store, the first floor being entirely given over to salesroom and office. The basement and second storey are used for storage and surplus stock.

A feature of the store service is his custom of retaining a clerk who is able to speak French and can thus intelligently cater to this trade. He also has on the sales force a graduate of a school of practipedics who is capable of prescribing footwear and foot appliances for the correction of foot troubles. In this connection, the store carries a full line of Dr. Scholl's foot comfort appliances.

Mr. Hodges has been in the shoe business since boyhood and is one of Chatham's progressive and energetic young business men. The store motto "For Better Shoes and Better Service" is his maxim and a policy the whole staff takes pride in working for.

Walter T. Devlin — Shoe Merchant

One of the Men Who Have Helped to Make Winnipeg Noted as a Well-Shod City

MR. Walter T. Devlin was born in Lanark County, Ont., in 1863, and received his education in Pembroke, Ont. In 1882 he went West, making Winnipeg his destination. On his arrival in that city he enlisted with the Royal North West Mounted Police, but only remained in the service for one year on account of ill-health, during which period he was stationed at Fort Qu'Appelle and Regina.

Mr. Walter T. Devlin

Mr. Devlin then returned to Winnipeg and entered the services of Morgan & Edwards, retail shoe merchants, who were located on Main Street, where the McIntyre Block now stands, remaining with this firm until the fall of 1883, when he resigned to enter the services of Thos. Ryan Co., Winnipeg, who were in the retail branch only of the shoe trade at that time. After spending three years with the Thos. Ryan Co., Mr. Devlin joined the staff of the Hudson's Bay Co., Winnipeg, on the 1st October, 1886, in the capacity of shoe clerk. In 1894, Mr. Devlin was appointed manager and buyer for the boot and shoe department of the same company, for both wholesale and retail branches, and held this position until he resigned in 1901.

Following this, Mr. Devlin thought he would like to start in business for himself, so purchased the business then being run as Morgan's Shoe Store, but previously known as Morgan and Edwards. He continued operating this store until 1908 when he had to vacate the premises on account of J. Robinson Co., expanding. Mr. Devlin then amalgamated with George Ryan and started a new business at 494 Main Street, under the name of Ryan-Devlin Shoe Co., Ltd. Shortly after the amalgamation, Mr. George Ryan retired and went into the wholesale business, so Mr. Devlin took over the management of the Ryan-Devlin Shoe Co., Ltd., and has been carrying on the good work ever since.

In 1916 the firm moved to the Paris Building, but had to change their premises on the first of this year on account of Dingwall's, Ltd., jewellers, taking over the entire main floor of the building. This necessitated the Ryan-Devlin Shoe Co. removing to their present location at 309 Portage Ave.

Mr. Ryan has been a very active member of the Retail Merchants' Association, having held the positions of vice-president and president. He is also a member of the Kiwanis Club.

A handsome staple shoe by the Williams Shoe Co., Ltd.

Agency for X-Ray Shoe Fitting Device

THE Canadian Shoes-Findings-Novelty Co., Toronto, have taken the agency for the new shoe fitting device, the Foot-O-Scope, a brief description of which appeared in the last issue of "Footwear."

The company have also been appointed agents for "Princess" laces, a British-made product, manufactured both in silk and cotton—and for the Crescent Braid Co. They will sell direct to wholesalers, manufacturers and retailers.

The Manufacture of Women's High Grade Turns

At the Plant of the Newport Shoe Co., Toronto—Young Concern Has Made Rapid Strides Since Establishment—Specializes in One Type of Footwear

THE turn shoe has stood the test of time. It is the oldest type of shoe of which there is any historical record, and is said to date back more than two thousand years. It is the method that was used by the Egyptians, in the days of an earlier civilization than ours, as is proved by relics which have been discovered in the ruins of ancient cities. These samples of antique footwear were made by the simple process of sewing two pieces of leather together and then turning the seamed side in.

That the method has outstanding advantages is proved by the fact that it has been handed down all through the centuries, and the same principle is still applied in the highest grades of fine footwear. Great refinements have of course been introduced, and in the turn shoe to-day we find some of the most admirable examples of the shoemaker's art.

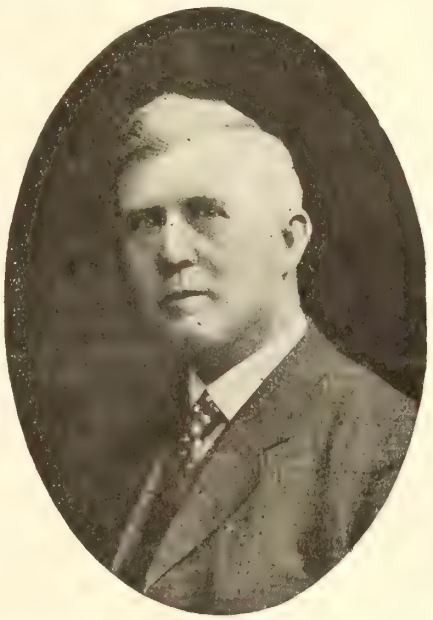
The making of a fine turn shoe in a modern hand-method factory is a delicate process, requiring the highest skill on the part of the operators, and we believe our readers will be interested in paying a visit with us, by way of the printed page, to the most recently establishd turn shoe factory in the Dominion —the plant of the Newport Shoe Co., Ltd., Toronto.

The Newport Shoe Company was established in July, 1920, by Mr. William Chamberlain, who is well-known to the shoe trade, having been associated with the industry for many years. The plant is located on Wolseley St., Toronto, in a modern and well-lighted building, and is equipped with the most modern machinery which is adapted for certain operations in their type of product. The company devotes its attention entirely to the production of high-grade ladies' hand-turned shoes, and in the short period since it started in the business has made remarkable progress, particularly considering the conditions that have existed in the industry. The firm are now selling their product from coast to coast, being represented by five of Canada's well-known travellers. Mr. R. E. Wilson is sales' manager and also handles the selling in Toronto and Hamilton.

The first, and not the least interesting, department in the factory is the upper cutting room. Here the uppers and linings are cut by hand according to specification, tied in bundles, and passed to the fitting department. The company has patterns for from twenty to thirty different styles, varying, of course, with the demand—to-day a style is dropped, and to-morrow another is added. Practically all their shoes to-day are low-cut straps, in accordance with Fashion's decree. For the upper of each shoe, there are three patterns used—quarter, vamp and heel cover—with three slightly different patterns for the lining. The cutter requires three other pieces of equipment—a sharp knife, with a small curved blade, a skillful hand, and considerable discretion. The last mentioned is particularly needed, because with strap patterns, it is easy to waste a quantity of costly fabrics and fine leathers, if great care is not used. Slightly different patterns are needed for the linings than for the uppers, as the lining, being on the outside when the shoe is being lasted, has to contain a trifle more material. Afterwards when the shoe is turned, the lining is dampened and shrunk to the proper size.

The upper materials used by the Newport Shoe Company are mainly satins, in all colors; suede, chiefly in black, brown grey; patent leather; calf, in brown and black; kid, in brown and black; metallic cloths, in silver and gold. The satins and the metallic cloths are both imported from France, fabrics of as high quality not being obtainable from any other source.

About 2½ sq. ft. of material is required for the upper of a strap shoe. It is not an economical pattern to cut, requiring about three-quarters of a foot more material than a plain pump. The calfskins and suedes—calfskin buffed to a velvet finish on the flesh side—come in skins of about 4 square ft. Kidskins run 2 to 2½ sq. ft., just about sufficient for one shoe.



Mr. Wm. Chamberlain, well-known Canadian shoeman, who organized the Newport Shoe Company ten months ago

In the lining of the Newport shoe, drill is used for the vamp, and kid leather for the quarter. The kid stands the friction of putting on and removing the shoe better, and is also preferable from the viewpoint of appearance.

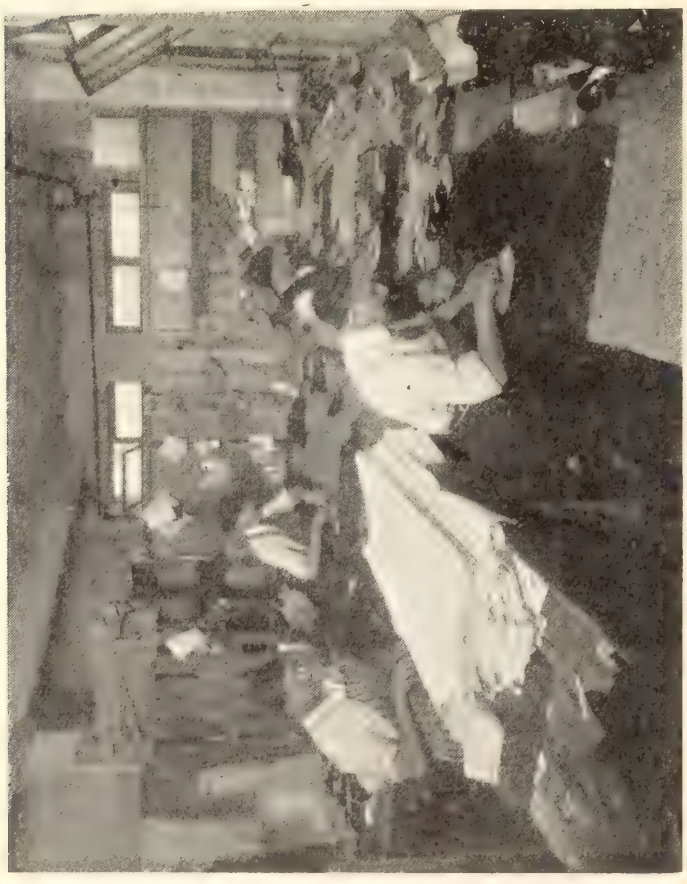
Each customer's order, in the Newport factory, goes through separately. The upper cutter is handed a tag, showing the order number, the name of the customer, pattern number, sizes, and complete specification. When the uppers and linings have been cut, they are tied together in one bundle, with the tag attached, and are passed to the fitting department. In the meantime the sole leather foreman has received a similar tag, and prepared the soles required for the order.

It is to the sole leather department that we shall now turn our attention, as here the work on an order starts simultaneously with the cutting of the uppers.

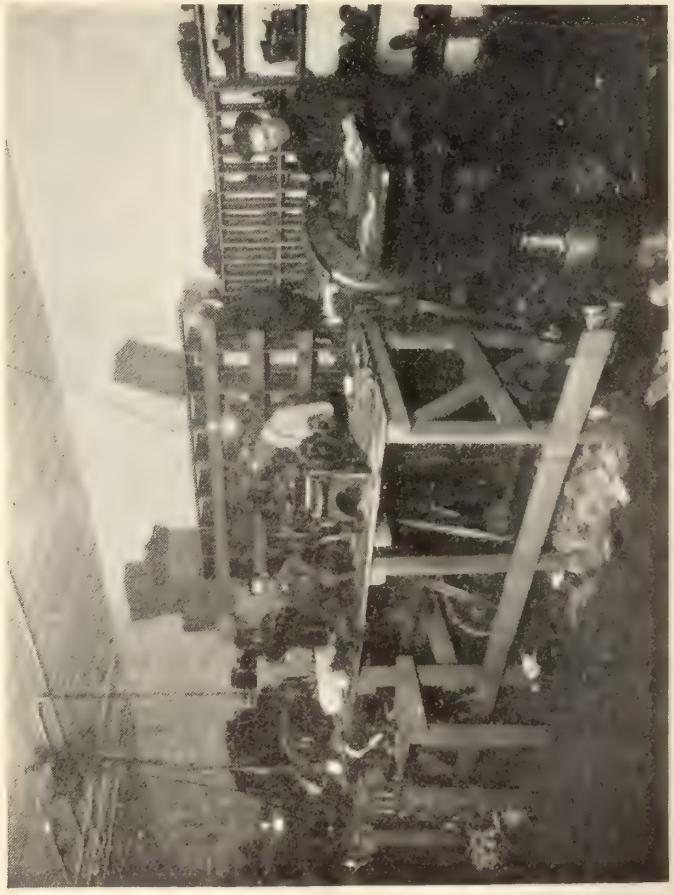
The sole leather used in Newport shoes is of the best grade oak tannage, and comes in block form cut roughly to the shape of the sole, requiring only to be

Fitting room—Newport Shoe Co. Newport shoes are all silk fitted.

Section of hand lasting room. Lasting and turning is done entirely by expert hand operators.



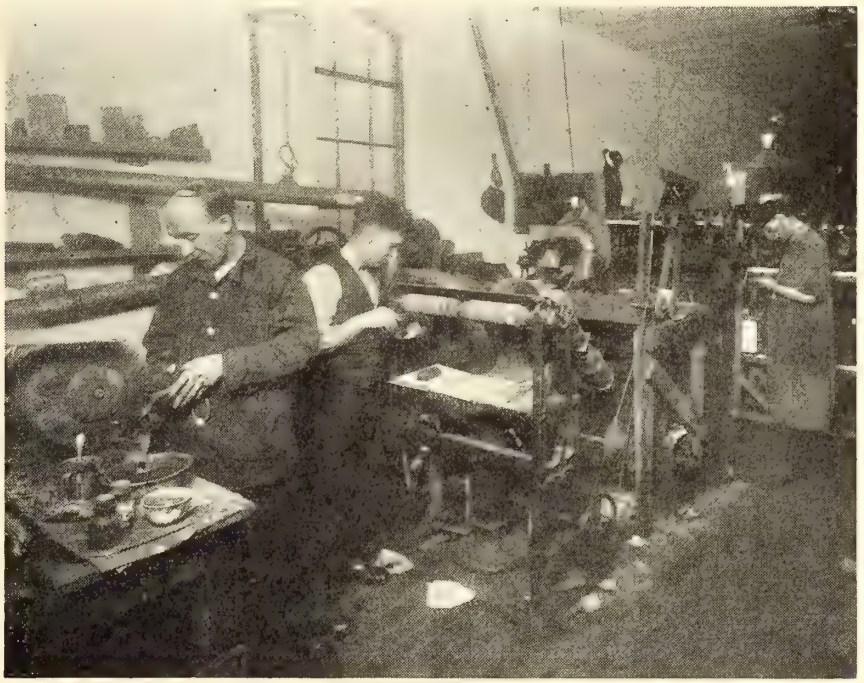
Upper cutting room—Newport Shoe Co. All cutting is done by hand.



Sole leather stock room—Newport Shoe Co. The large machine in the foreground is the rounding machine.

rounded to the exact pattern. The rounding is done by machine. A wooden pattern is used, which is set on two pins, holding it firmly in place. The block is placed on top of the pattern, and on top of that a wooden clamp to hold it fast, while a small knife attached to a vertical arm, runs around the edge, cutting off all the surplus leather beyond the edge of the pattern. The sole then passes through the flesher —a small machine with steel rollers and a horizontal blade, which can be adjusted to any gauge. This trims off the flesh side of the stock and leaves it smooth and even. Next comes an operation which has much to do with the finished appearance of the shoe, that is, the grain splitting. The sole is split at the heel as far as the shank, leaving a piece of leather on the under side almost as thin as paper. This tongue a skiving machine, the edge of the leather being fed to a revolving disc which cuts it down to the desired bevel. The skived edges are then coated with cement and folded over, leaving them quite smooth. Next the linings are stitched, the vamping is done, and the outside stitching. For the vamping, a roll cylinder machine is used. This machine takes its name from the cylindrical support on which the stitching is done, allowing the upper to be passed over it and around without creasing.

One of the last operations in the fitting department is the attaching of the French binding, around the throat and quarter. This binding is of silk, about ¼ in. wide, and its neat application has much to do with the appearance of the shoe. It is first stitched around the outside edge of the throat and quarter,



Edge-making and finishing room—Newport Shoe Co. The three machines seen in operation are the brushing machine, sanding machine and edge setter.

is afterwards used to cover the breast of the Louis heel, being carefully cemented and fastened under the top lift, and in this way an unbroken sole surface is secured from tip to heel.

The sole is then channelled and moulded. The moulder runs a groove around the inner edge of the channel, thus raising up the outer lip, and forming a shoulder, to which the upper and lining can be stitched.

Before proceeding to the lasting department, all sole stock is mulled, that is, wrapped in damp burlap to make it moist and flexible, so it can be easily turned. In the mulling process, the Newport Shoe Co. uses a special bleach which gives a dry finish to the bottom that is very attractive.

When the soles are finally ready to proceed to the lasting department, they are placed in a carton, with the required lasts, and the uppers and linings on the same order are also placed with everything assembled together in the one container, so that the laster does not have to leave his bench.

We must now turn to the point where we left the uppers, waiting to be passed to the fitting department. The first process in this department is the skiving of the various parts. This work is done by after which it is given a slight coat of cement and folded over the edge.

There are two other operations in the fitting department—the button-holing and the button sewing. The Newport Shoe Co. uses a U.S.M.C. button-holing machine, which cuts and works the button-hole in the one operation, having a capacity of sixteen a minute. (The company is making no lace shoes at the present time, as there is no demand for them in their class of shoe).

Now the uppers and linings, as before mentioned, are assembled in a carton with the soles and corresponding lasts, and are passed to the lasting department. In this department, none but expert hand shoemakers are employed.

Having received a case lot of shoes, the shoemaker proceeds to handle each shoe separately. He takes the last first, and tacks the sole to it inside out, and draws the upper over the last inside out. The counter is also applied inside out. Then he lasts the shoe by the hand method, using a pair of pincers, with which is combined a hammer. With these pincers he pulls the upper down tight over the last all the way around, inserting tacks—of which he carries

Treeing and packing room —Newport Shoe Co. Here the shoes are finally cleaned and brightened up, and packed ready for shipment.

a supply in his mouth—at close intervals to hold the upper in place.

The upper and sole are now sewed together on a Goodyear turn shoe machine, and the reversed shoe is allowed to remain on the last until thoroughly seasoned. Then the last is removed, and the shoe is turned. For this purpose, a stationary rod is used, upon which the shoe is placed in an upright position. The operator bends the sole at the shank, and the heel part is turned right side out. Then, taking the shoe off the rod, he forces back the toe and skillfully reverses the forepart. A last is now replaced in the shoe, a slightly larger one being used, however, due to the fact that the sole now being on the outside there is greater space withing the shoe. Then the operator proceeds to smooth out any wrinkles that may have been formed with a tool called the "slicker."

A feature of the shoe which may be mentioned in passing is the shank, which is of leather, with a tubular steel reinforcement. This is built into the shoe when it is being lasted, the seat of the upper being lasted on top of it. Its reinforcement gives practically as rigid a construction as is secured in the welt process, preventing any breaking down of the arch, or movement of the heel backwards or forwards, as is sometimes experienced with footwear made by the turn process.

The shoe is now complete, but for the heel. In the Newport shoe, none but wood heels are used, and their application is by the hand method. First the seat is carefully shaped up with a sharp knife, so that the heel will fit neatly and firmly in place all around. The heel, which is first covered with a similar material to that used in the upper, is glued on and allowed to take a set, after which it is securely fastened from the inside by a special nailing machine. The nails used by this machine are of a prong shape, which gives a double hold, so that there is no danger of the heel becoming loose, or the nails sticking up into the wearer's foot. The breast piece, or thin shaving of leather which has been split from the sole, is next carefully cemented to the breast of the heel and secured under the top piece, which is now fastened to the heel with a brass screw.

This operation having been completed, the shoe passes to the finishing department where the edges are trimmed and set and the bottom finished. The Newport Shoe Co. is now using, almost exclusively, a flat oak finish, which is of attractive appearance. The edges are, for the most part, of the square type, but bevelled edges are also shown in some instances.

Having gone through these finishing operations, the shoe is finally treed and packed. The treeing is practically a laundering process, any slight soil marks that the uppers may have received during the various processes are carefully cleaned off and the material brightened up, ironed smooth, and restored to its original condition as it came in the roll of satin, or the calf or kidskin.

Thus we come to the end of our journey through the Newport plant, with the shoes carefully boxed, each order assembled, and ready to ship to the firm's customers throughout the Dominion.

At the present time, the Newport Shoe Company is concentrating its attention upon one and two strap shoes of various designs—for with these Dame Fashion is so entirely engrossed, that she seems to be unable to think of anything else. They are making them in straight colors and combinations—black satins are particularly strong in the line, and they figure that these will be rapid sellers for the summer trade, as they are very popular in the U.S. centres. The grey and black combination is also very much favored, especially in patent and suede, and for fall wear the firm predicts that black kid and patent will be in strong demand. As to heels, these are fairly evenly divided between Louis, Baby Louis, and Cuban, as the firm believe that the demand will be regulated by individual taste, and that there is not likely to be a run on any one type.

Show Card Writing — Talk No. 4

This is the fourth of Footwear's Series of illustrated talks on modern show card writing. The author of these talks has had wide experience in show card work and we know our readers will take keen interest in the talks as they appear. Inquiries to our card-writing department will be welcomed and questions pertaining to show card work will be promptly answered. We suggest that these talks be preserved and filed together for future reference.

A TYPE of letter that is difficult for one person will often be comparatively easy for another. Anyone who does much in the way of card-writing will soon develop a certain style of lettering peculiar to himself. His finished cards will have a personality about them which is invariably recognized by the casual observer.

Let us say right here that the student should learn to be observant, and study all the cards that appear in the show windows and elsewhere. Many little ideas can be picked up here and there which are sure to be useful to the wide-awake card-writer. When time and opportunity allow, study other card-writers' work. Criticize the card in your own mind,—see how improvements could be made. Notice particularly the general finished appearance and how the words have been "set up."

While the beginner will find one type of letter easier to make than another the Roman alphabet must be thoroughly mastered before real high class work can be produced. While this alphabet will present difficulties to any one who has not attempted this style before, the effect of a well-balanced row of Roman letters is well worth the effort.

The Roman is one of the ancient styles of letters and it is said that the capital Roman letters were brought to their present state of perfection by the Romans two thousand years ago, while the lower case letters were developed later by the Italians.

This alphabet, as we have made it, is not a one-stroke letter alphabet, as we understand by the term "one-stroke letter." However, after a careful copy of the alphabet to get the picture of each letter firmly fixed in the mind, with a little practice a very creditable copy of a finished Roman letter can be made with the brush stroke method.

ROMAN

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ ROME
abcdefghijklmnop
qrstuvwxyz Paper

Be careful to make the letters stand perfectly perpendicular, and aim to make the straight lines absolutely straight. The curved parts of the letters must curve perfectly in one unbroken curve.

Care should be taken that the body strokes of the letters are all of a uniform width. For instance, have the straight stroke of the letter "P" no wider than the curve of the letter "O." Criticize your own work as you go along and correct any mistakes that would stamp the work as being done by a beginner.

The white space between letters must necessarily be the same all the way through each line of lettering. To get this effect, round letters such as "C," "O," "G," etc., should be spaced closer together than

GOOD CARDS

can be made only
by the card writer who
has faithfully practised

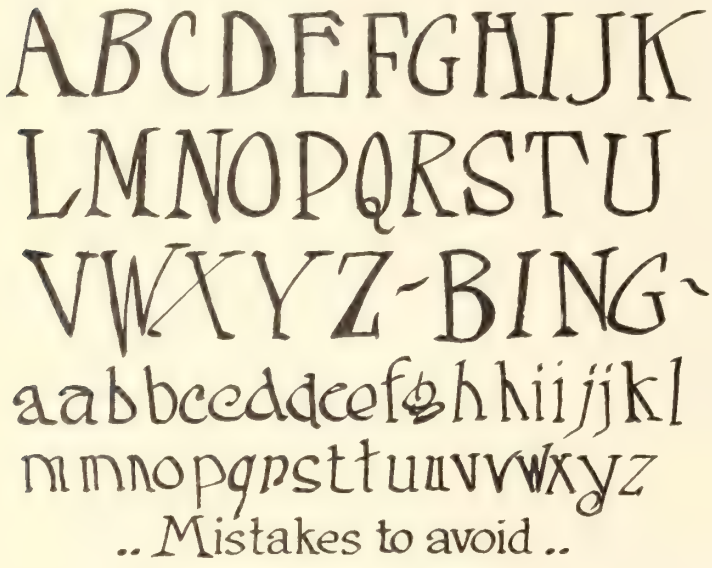
square letters like "H" and "T." Where the letters "A" and "T" come together they may overlap a little while "M" and "N" will look better when spaced out slightly. The general principle is to keep an equal amount of white space between the letters rather than keeping the letters a certain distance apart.

In drawing the letters avoid the common mistake of putting the heavy stroke in the wrong part of the letter. For instance, don't put the heavy stroke of "A" and "V" on the same side of the letter. The general rule for thick and thin letters is all lines which slant down and to the left are light, and all lines which slant down and to the right are heavy. The letter "Z" is the only exception to this rule.

The sharp pointed, as well as the rounded, letters look best when slightly higher than the other letters. The points of "A" and "V" may extend slightly over the guide lines ruled for the letters. The "O," "C," "G," "Q" and "S" may be slightly larger than the others, both in width and height, although this additional size should be only large enough to make them appear in keeping with the straight stroke letters.

A very important feature to remember about the

Roman letters is the fact that they look quite as well when modified to suit various special occasions and space. However, first master the standard Roman



alphabet, so that it can be drawn perfectly, before attempting the modification.

Retail Merchants Association Oppose Tax on Retail Sales

THE Retail Merchants' Association of Canada is strongly opposing any attempt to collect a sales' tax from the retail trade. The Dominion Executive Council and Dominion Board of the Association have been giving the matter close attention and have recently passed the following resolution:

"Whereas, if it be the intention of the Dominion Government to continue the Sales Tax and extend its application to those engaged in the retail trade; we recommend that such tax be collected at the source of supply, namely, from the manufacturer and the importer, and carried as the present Sales Tax is carried, thus achieving the desired end, and more economically collected, and in this way the tax would be absorbed in the same manner as all systems of taxation are absorbed, and that the words 'Manufacturer' and 'Importer' be properly defined in the Act so as not to include retail merchants."

It is pointed out that: "The argument used by some that as the tax is passed on from the manufacturer to the wholesaler to the retailer, and to the consumer, it will be pyramided, has no value whatever when we consider that the proposed tax is a very small matter in comparison with the rate of duty and revenue tax that is collected on some manufactured and imported articles, and at the present time no one would ask the importer or manufacturer to refrain from placing his profit on the duty he paid."

The association further contends that to place a tax of one or two per cent. on the sales of all classes of retail merchants, irrespective of the amount of profit they make, is absolutely unfair to the retail merchant who is compelled to make a large turnover in order to secure a small profit, while to differentiate between the rate of percentage to be applied to each line of retail trade would cause great confusion and its application would be particularly injurious to the general store.

Again, it is pointed out, that thousands of peddlers and agents who travel from place to place would escape, which would be an unfair discrimination.

The strongest argument against a sales' tax on retail sales, however, is the cost of collection. The Association states:

"Our strong objection to having a sales tax or turnover tax collected from retail merchants is the enormous cost that will be incurred in collecting it. As loyal Canadians we want to see the war debt paid. We want everyone to pay his share, and we want the amount to be collected done so at the lowest possible cost. This cannot be done by endeavoring to collect it from two hundred thousand retail merchants, and engaging an enormous staff of collectors, clerks, inspectors and auditors, etc., but it can be collected at a very small cost by collecting it at the source of supply.

"When the Government attempted to collect a revenue from patent medicines through war revenue stamps the cost of the collection was reported to be about sixty-two per cent., and in addition to this enormous cost many retail merchants were compelled to pay large sums through fines and other court proceedings when the placing of the stamps on the bottles had been overlooked. We strongly opposed this system from its inception and we hope that no similar system will be adopted."

Plans for the Big Convention—July 13 and 14

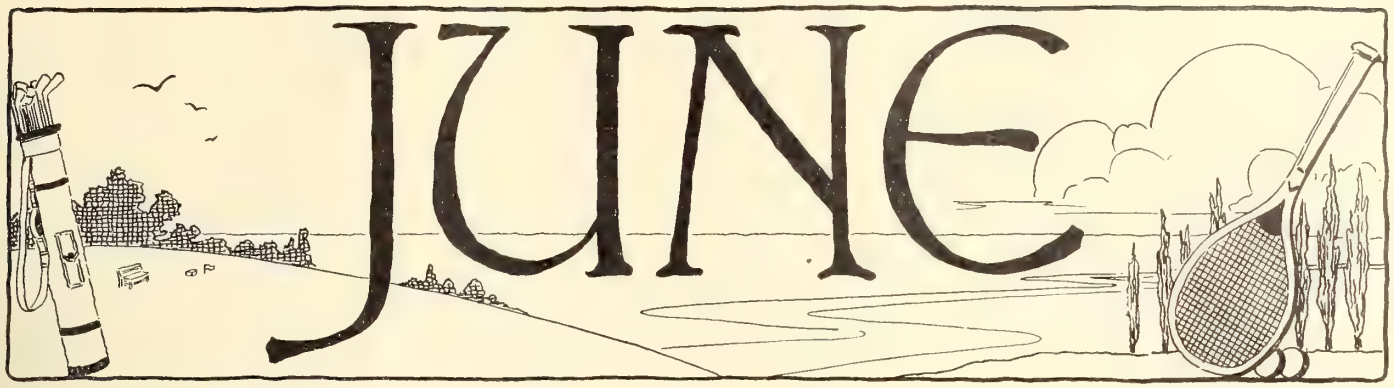
A JOINT meeting of the executive of the National Shoe Retailers' Association of Canada and the Ontario Branch of the Shoe & Leather Travelers' Association was held on Friday, April 29, when further plans for the July convention were discussed. A joint finance committee was appointed composed of the following members: representing the retailers, W. T. Fegan, James W. Jupp, A. C. Budreo, Harold Blachford; representing the travellers, Henry McGee, H. McKeen, W. G. Martin, Geo. Scott, Geo. Grills, and Jas. Heffering.

One of the features which the travellers' association is planing for the entertainment of the retailers is a trip around the Toronto harbor works in motor boats. The Toronto Harbor Commissioners will be approached in this connection, and it is hoped that arrangements can be made for a very interesting and enjoyable little voyage. The intention is that a start should be made at 4 o'clock in the afternoon, and after the trip is over, that the boats should dock at the Harbor Commissioners' pavilion at Sunnyside, where supper would be served. After that, automobiles would be in waiting to take the party around the city.

The expectation is that the travellers will attend in a body, and at present the officers of their association are working hard, in co-operation with the retailers, to put the thing across in a big way, and make the convention the most successful, in point of view of the actual results obtained, that has ever been held. Joint meetings of the officers of the associations will be held every week from now till the convention.

C. G. Jones, of the United Shoe Machinery Company of Canada Limited, has been nominated as member of the executive of the Purchasing Agents' Association of Montreal.

Have you joined the N.S.R.A. yet?



Shoeman's Merchandising Calendar

Pointers for the Month of June—Timeliness is One of the Secrets of Getting Results—Wedding and Sport Shoes Should be Prominent Features—June 3rd is King's Birthday

June is the month of weddings, the month of roses, and the first month of summer. It is a month of sunshine, and a month of sports, and it is during June, probably, that the shoe merchant will make his largest sales of sport shoes.

June 1

Right on the first day of June (and perhaps for a week or two previous), the shoe merchant who deals in a high or medium high class of goods, should make a feature of "wedding" footwear both in his window trims and his advertising. He should make a list of all the footwear that should be included in the bride's trousseaux. The following suggestions cover the ground very fully, but of course require to be varied according to the class of trade which the appeal will reach: Wedding slippers of white satin, or white kid; "Going away" shoes of brown calf, one or two straps, with cuban heel (being the thing for wear with a tailored suit); afternoon shoes, strapped, preferably of suede, entirely on in a combination (grey suede and patent, grey suede and brown kid, etc.); evening shoes, in silver or black brocade, with single strap; "Tea time" pump, in champagne kid or sand-colored suede, with silk brading; sport shoes, of white canvas or buckskin, with brown leather trimmings; mules, brocaded, with satin lining; satin bedroom slippers.

And don't forget the bridesmaids, either. They will want strap slippers to match their gowns, probably in satin.

Another point for the retailer to remember is that June is the month of school and college commencements. Feature pretty shoes for the young graduate of the fair sex. Her wearing apparel at commencement is almost, if not quite, as important as the diplomas itself, in her eyes.

Have ads. re wedding and commencement footwear prepared in plenty of time.

Sport Shoes

Now as to sport shoes, here is a list that it will be well to keep in mind:

Shoes for the tennis-player.
Shoes for the fisherman.
Shoes for the yachtsman.
Shoes for the golfer.
Shoes for the motorist.
Shoes for the baseball player.
Shoes for the cricketer.
Shoes for the huntsman.

Before the end of June, feature "Vacation" footwear. A large number of people set out for the mountains, or the country, or the lakes, right at the beginning of July, some earlier, and it is up to the shoe merchant to see that they are properly provided with shoes.

One or two trims of kiddies' footwear, featuring barefoot sandals, should also be used, timing them according to the weather.

Finally, let June roses have a place in all displays in which they can appropriately be used. In some sport shoe displays they would, of course, be out of place.

Goodyear Tire & Rubber Company's Reorganization Scheme

A DRASTIC reorganization of the Goodyear Tire & Rubber Company of Canada is provided for in a private bill introduced in the Ontario Legislature recently. This company which has a large plant at New Toronto, has suffered seriously in recent months, through the sudden slump in demand for tire and rubber goods, which had the effect of causing the passing of the dividend on preferred at the end of March.

Under the reorganization the common stock outstanding, amounting to $5,332,000, will be reduced from $100 par to $10 par, and the $90 on each share will create a reserve fund to take care of the loss in operating on the high cost of materials. The owners of the common stock are the Goodyear Tire & Rubber Company, the parent concern, located at Akron, Ohio, which has 76 per cent., and the management of the Canadian company holding the remaining 24 per cent., so that the public is not affected by this drastic remedy.

Paying for Supplies Ordered

The Canadian company owes $3,800,000 in the United States, of which $2,600,000 is to the parent company, and the balance, $1,200,000, is in the shape of notes in the hands of the public across the line. The Canadian company now has the privilege of paying the American company by the issue of pre-preferred stock, as soon as it liquidates its inventory. In addition, it has made arrangements for the payment of outstanding contracts for fabrics at high prices on a basis of 25 per cent. in pre-preferred stock, and that the balance of the fabrics will be delivered only at the request of the company. In other words, it is not obliged to have the goods forced upon it before it is ready for them.

The company has prepared a forecast of its expected business, from which it would appear that by September 30 next it will pay all liabilities with the exception of the $1,200,000 of notes now outstanding, or, rather, to be replaced by an issue for that amount for three, four and five years. The present position of the Canadian company is declared to be showing improvement steadily.

Plans for the Welfare of the Industry

DURING April, meetings of the manufacturers in the Montreal and Quebec districts were held, at which Mr. S. Roy Weaver and Mr. Lionel Theoret, manager and secretary respectively of the Shoe Manufacturers' Association of Canada, were present, and matters concerning the welfare of the trade were discussed. On May 3, also, these gentlemen met with the manufacturers of Kitchener

Have you joined the N.S.R.A. yet?

and Waterloo and the territory within a radius of 50 miles of the Hydro City, when new activities which already have been undertaken or which are contemplated in the immediate future in the interests of the industry were outlined. A number of applications for membership have been received.

The Association is instituting a series of regular reports from the several shoe manufacturing districts in Canada and will issue statements based on such communications. It is proposed that these reports should refer to conditions in the shoe manufacturing industry in British Columbia, Ontario, Quebec and the Maritime Provinces and possibly also in Winnipeg, where a new shoe manufacturing company is commencing operations.

Linen Thread in Shoe Manufacture

OUTSTANDING advantages are claimed for linen thread in the manufacture of shoes, first because of its immensely greater strength as compared with the cotton product, and second because of its distinctly lower co-efficient elasticity. It does not stretch so readily as the cotton thread.

It is interesting to note that the basic raw material from which it is manufactured, flax, is claimed to have been the first vegetable fibre employed as a textile. Flax is grown extensively in nearly every country in Europe, but only little elsewhere, as in Canada, Japan and the United States. Before the world war Russia produced four-fifths of the flax fibre of the world. The various operations through which the crop passes from the harvest to the market are pulling, wetting, drying, rolling and scutching. The flax fibre comes to the linen thread mill in the scutched state, ready for hackling. After the hackling operation, spinning, then boiling, dyeing and bleaching are necessary, as well as several other processes.

One of the oldest firms manufacturing linen thread is Wm. Barbour & Son, a concern with headquarters in the North of Ireland, whose threads have been on the market for 125 years. This firm employs in its home and foreign factories over 5,000 operatives.

During the World War the various governments insisted that military footwear be sewn with linen thread —the Canadian government insisted on Barbour's linen thread when possible to secure.

Montreal Superintendent's & Foremen's Ball

The second annual ball of the Shoe Superintendents' and Foremens' Association of Montreal, held on April 22 at the Stanley Hall, was a pronounced success. The committee in charge were Messrs. J. T. Lacroix, J. E. Harper, J. E. Nolan, J. L. Rochford, and H. Taylor. Dancing commenced at nine o'clock and concluded at two o'clock. The attendance was very large, and included nearly all the superintendents and foremen of the Montreal factories. The programme consisted of 22 dances, the various dances being named after firms who had contributed towards the event. A feature of the dance was the fine display of evening footwear worn by the ladies; in fact this was so noticeable that at the next dance arrangements will probably be made to still further feature the shoes worn by the ladies. "Something in the way of a styles show," was the description of one of the officers of the association.

Mr. G. A. Fortin, the president, states that the association is increasing its membership, that the meetings are well attended, and that the discussions on points of interest to the members are of great value in their work.

Agency for "High-Press" Footwear

The agency for the well-known "Hi-Press" Rubber footwear, manufactured by B. F. Goodrich Rubber Co., has been taken for the Province of Ontario by Croskery & Company, Limited, 220 King Street West, Toronto.

How the Other Fellow Does It

A department of merchandising kinks to help increase footwear sales. A prize of $5.00 is offered each month for the best sales' story, window display, or advertising idea submitted. Contributions to this department should not exceed 1,000 words. Send one in.

Salesman's Tact and Knowledge Result in Large Sale

(Submitted by Fred W. Horn, Gavin Shoe Store, Fort William)

A gentleman entered the store one morning and asked to be shown a good solid boot, explaining that he was somewhat hard to fit, though he had no particular foot trouble. He removed his shoe and I noticed he had a very broad thick foot but not so long. According to the Ritz measure he drew a 6½ E.E. but required full measurement through instep and ankle. I procured a brown winter calf blucher which I recommended as a true type for his particular fitting requirements and also explained it would prove a good solid substantial wearer. Having finished with this boot I drew out a higher grade shoe that had even better fitting points for him and one also that appealed from the dressy standpoint. He liked the shoe and remarked that he would be in again in two weeks' time as he was contemplating a trip and should he decide to go he would procure this pair.

This was a tip to me to hand to him for his inspection a very fine club bag near at hand and as he examined this and showed evident approval I asked him if he intended going far and would he also rquire a trunk. He informed me his intended trip was to Italy and the East in general, and as a very fine, heavily reinforced fibre covered double tray trunk was right beside the chair he was occupying, I opened and showed him this, which appealed to him as just the proper kind, size and all for his requirements.

He paid for his brown winter calf boots, and, true to his intimation, in just two weeks time he returned and purchased the good boots, the club bag and the trunk too, which, by the way, was the largest individual sale, excepting one, I ever made to a person, of such merchandise.

Style Show an Effective Advertising Means

A Providence merchant recently put on an effective style show in his store. Seven living models were used, correctly clad according to Spring 1921 fashions. As a means of helping to create "atmosphere," music was rendered by a harp and a violin.

In the main section of the store, a stage 15 ft. long by 5 ft. wide was installed, being reached by five little stairways. The stage was draped in white and in the centre was a black velvet stand. Footlights were improvised from inverted desk lamps and there was a spot light in the centre. The stage was decorated with palms, white leather skins and yellow jonquils.

The proprietor of the store advertised for models and secured the co-operation of one of the leading ladies' costumiers in the city for the necessary gowns.

Invitations to attend the show were printed in four of the city's newspapers. These ads. were in the form of a cut of a folded sheet of notepaper, such as is customarily used in inviting guests. The firm's trade-mark was shown at the top of the announcement, which read as follows:

"You are cordially invited to attend a Style Show, to be held at this store, Tuesday and Wednesday, from two-thirty to five o'clock. The newest in Spring footwear for every occasion will be displayed by living models, affording an unusual opportunity to learn what is correct for the coming season. Gowns by F——; hats by K——."

Side by side with the shoe store ad. was an announcement by the establishment which supplied the gowns, and in this way each store got unusual advertising value.

Making Half a Dollar Worth One Iron Man

"Half a dollar is worth a dollar here to-day," was the intimation in the window of a progressive shoe merchant's window recently, and to drive the idea home more forcefully, a magnifying glass was focussed upon a half a dollar, making it appear the full size of a dollar. This was on the occasion of a dollar-day sale, and it proved a striking way of getting the message across.

In the same window a well-designed poster of a dog carrying a bone was also used, with an accompanying card, which stated, "The dog knows one bone is worth a lot at B——'s on dollar day." Dollar bills were attached to the top of other show cards which were placed in the window.

Hosiery Offering Draws Crowd

A Cumberland shoe store, which was recently opened, held an inauguration sale, at which the main attraction was an offering of women's hose at one cent per pair to the first 50 adults entering the establishment. The men were permitted to purchase six pairs of fine quality lisle hose at 15 cents a pair, only six pairs being allowed to each customer.

Group of the Rowland Hill staff in London, Ont., who have formed a "round table," holding weekly meetings based on the volumes of the Retail Shoe Salesmen's Institute Training Course and Service. Mr. Rowland Hill, Jr., (in centre, seated) is in charge.

A Round Table in Retail Shoe Store

ROWLAND HILL'S store in London, Ontario, has a "round table" of its own. Rowland Hill, Jr., is in charge. This round table was started last fall, and has proved highly successful and interesting. The meetings are held weekly, and are based on the volumes of the Retail Shoe Salesmen's Institute Training Course and Service. The Institute furnished the complete plan of procedure for the meetings, with full sets of questions and answers, including experience questions.

Mr. Hill recently wrote as follows:

"I must not close without telling you that the boys are greatly pleased with the Course, so far, and are taking hold in a way that greatly pleases us, the employers, too. In fact we are all most enthusiastic, and are taking heaps of pleasure, as well as getting real results in a business way out of the Course. There is no doubt at all that we are handling our customers with more intelligence and more thought because we have realized through your Course the value of pleasing the customer."

Canadian-Made Footwear Coming Into Its Own

THE Canadian Reconstruction Association is publishing a pamphlet analyzing the "Made in Canada" idea and urging more general support for Canadian industry. It points out that Canadian industry often is hurt by its friends and that one frequently hears the statement that Canadians ought to buy Canadian goods even if they cost slightly more than the imported goods, or are inferior in quality. The Association contends that there is no need to apologize for Canadian products and that in the case of established industries, at least, the Canadian manufactures are equal to the world's best. The following reference is made to the boot and shoe manufacturing industry:—

"Some months ago a certain member of a women's organization in Canada, without any thought of being unfair, but misinformed, made remarks publicly in disparagement of the quality and fit of Canadian footwear. The officers of the organization were fair-minded and agreed to a demonstration. A number of shoes of Canadian and United States manufacture were taken out of stock from retail stores and matched, American product against Canadian product, as closely as possible. Several officers of the women's organization were then invited to pick out the boots which were of United States origin. 'That shoe is made in the United States,' said the leader of the women's party, picking up one of the boots. When told that she had picked the Canadian product and it was obtainable in Canadian retail stores in a full range of sizes and widths and at a price considerably lower than that demanded for the United States boot, she declared, 'Well it's the better shoe, anyway.' In fact, many Canadians have been buying Canadian-made footwear for years in the belief that they were getting a product manufactured in the United States, but use of the Made-in-Canada brand is now being adopted more generally."

An Attractive Shoe Polishing Outfit

THE agency for the British firm of shoe polish manufacturers, Day and Martin, is in the hands of Hargreaves (Canada), Ltd., 24 Wellington St., W., Toronto. One of the features of the company's service is the Day & Martin polishing outfit, made especially for Canada. This comprises a black or brown leatherette box with padded lid, embossed with silver lettering, containing: (1) One tin of either black, tan, dark brown, or redi-tone shoe polish; (2) hard brush for removing the dust—this brush also has a small end for applying the polish; (3) soft brush for polishing; (4) scarlet velvet pad for finishing.

The outfit is compact and neat, and very suitable for travelling. The company offer to supply it at less than cost price to all dealers stocking Day & Martin's shoe polish.

In addition to the polishes mentioned above, Day & Martin manufacture a white shoe cleaner.

Hargreaves (Canada), Ltd., are represented from coast to coast.

A Record of Achievement

Mr. J. A. Connor has recently been appointed Director in Charge of Sales of the Canadian Consolidated Rubber Company, Montreal, also vice-president of the Canadian Consolidated Felt Company, Kitchener.

Mr. Connor's whole business life has been devoted to the rubber and shoe industry. He started his career in this business at the age of thirteen as parcel boy in the employ of Dan Reegan, then a shoe merchant of London, shortly afterwards becoming a shoe clerk for H. Ashplant & Sons, London. He took up the line as a salesman, commencing with Martin Julian, Quebec, covering the lower provinces, afterwards becoming associated with the Stratford Shoe Company, Stratford, covering Western Ontario. The next ten years were spent with Garside & White in the capacity of salesman, and after that Mr. Connor was connected with Robinson & Lindsay, with whom he remained until September, 1910, when he accepted the appointment as manager of London Branch of the Canadian Consolidated Rubber Company, Limited, finally being transferred as divisional manager of the Dominion Rubber System (Ontario) Limited, at Toronto.

Mr. Connor is a member of the Toronto Board of Trade, Ontario Club and on the Advisory Board of the Old Colony Club.

Healthful Signs in the Shoe Industry

Observations on Conditions in the Trade by Mr. S. Roy Weaver, Manager Shoe Mfrs. Assn.

AS the boot and shoe industry in Canada was one of the first to be seriously affected by readjustment developments, so that industry probably has gone farther on the readjustment road than any other large industry in the Dominion. Such readjustment has involved hardship and heavy losses to manufacturers, wholesalers and retailers in many cases but we have reason to believe that the worst is over and that a steady, although perhaps slow, improvement will now take place. Indeed reports from all parts of the Dominion indicate that business has been improving since the first of the year and that the improvement is not entirely of a seasonal character. Stocks have been liquidated to a very large extent by retailers and manufacturers. Shoes made from material bought at higher prices have been repriced by the manufacturers on the present replacement cost. This has involved heavy depreciation of inventories and with many companies even the moderate profits which were made during the war period have been completely wiped out.

The manufacturing industry is doing its utmost to meet the present situation and shoes are now offered at prices which represent only an exceedingly small margin over actual costs. One of the Canadian factories, after depreciating its inventories to replacement costs, has based its prices on an estimated net profit of only 4 per cent and many companies may realize even less. Retail stocks of boots and shoes have been practically cleared and merchants are again buying on an increasing scale. Retail prices have stiffened considerably within recent weeks and few job lots are now available, whereas a few months ago they were offered freely at prices considerably below the cost of production. The public and the trade appear to be recognizing that present footwear prices are based on the reduced cost of material and that no further early reduction in prices can be expected. Unquestionably some additional readjustments will have to be made but these will come about slowly and any further reduction in items which have not yet been effected may easily be offset by higher prices for basic raw materials.

Nu Style Pump Straps

The Canadian Shoes-Findings-Novelty Co., Toronto, are now manufacturing a full line of Nu-Style strap pump straps, which are designed to convert old styles and old stock into saleable, strap-effect shoes. This specialty may prove advantageous to many retailers.

How's this for a Menu? 'Tis a Real Feast the N.S.R.A. is Preparing

BELOW is a draft of the programme for the convention of the National Shoe Retailers' Association of Canada, to be held July 13-14 in Toronto. The subjects discussed will be of paramount importance to the trade and will be dealt with by men who have had wide experience in the various branches of the business with which they deal. No live shoe merchant can afford to miss what is in store for him at this convention.

Tuesday, July 12

A.M.—Conference of special committees to complete general plans for the convention and give reports.

P.M.—N.S.R.A. officers and council meet for conference, Wednesday, July 13.

Wednesday, July 13

9 A.M.—Convention opens. Registration, etc.

10 A.M.—Address of welcome, Mayor of Toronto. Response, Mr. Geo. Gales, President N.S.R.A. Response, Provincial President.

11 A.M.—Appointment of committees.

11:15—"How to conduct a successful business on a falling market."

11:45—"Optimism in business."

Noon Intermission—Luncheon.

2 P.M.—"Leather situation and its future outlook," W. J. Heaven and C. G. Marlatt.

2:45—"How to promote efficiency in the sales' force."

3:30—"Successfully handling customers in a shoe business."

4 P.M.—Motor drive through city of Toronto.

7 P.M.—Banquet and reception by the travellers.

Thursday, July 14

9:30 A.M.—Report of nomination committee and unfinished business.

10:30 A.M.—"Getting from under a stock bought at high prices."

11 A.M.—"Shoe Retailing" (Subject by speaker's request), C. K. Chisholm, Cleveland, Ohio.

11.30—Question Box and discussion.

Noon Intermission—Luncheon.

2 P.M.—"The present taxation situation."

2:30—"Style Prospects."

3 P.M.—"Is it profitable to stock hosiery?" C. Roy Teetzel, Ottawa.

4 P.M.—Report of resolution committee, and other Committees. Unfinished business. Election of officers and installation for 1921-1922. Adjournment.

7 P.M.—Banquet (Prominent speakers).

A New Shoe Dye

"ZET" is the name of a new shoe dye which has recently been placed on the market. It is also recommended for travelling bags and leather goods of all kinds. This dye is applied, in the usual way, with a dauber and it is claimed to produce very pleasing results. "Zet," the manufacturers state, renovates old shoes and makes them look like new; it produces a brilliant and lasting lustre and preserves the leather, it may be applied to either white, black or tan leather that has become soiled or spotted. "Zet" is put up in black and cordovan. It does not contain nitro-benzol nor any other injurious chemical.

A shoe dye with such qualities as these will readily appeal to the public. It is made in Canada by the makers of "Rit"the Sunbeam Chemical Company of Canada, Ltd., Toronto.

Dack's Open High-Class Store in Winnipeg

MESSRS. R. Dack & Sons Limited, of Toronto, have opened a branch store at 319 Fort Street, Winnipeg, under the name of Dack's Limited. Mr. Gordon Green has been appointed manager. The store is arranged on rather unusual lines. For the seating, upholstered wicker chairs are used, and these are placed around the interior without any attempt at regularity, giving somewhat the effect of the ease and comfort of a sitting room. The fixtures are in mahogany finish, and the whole appearance is very pleasing.

The office is located in a balcony at the rear of the store. The basement will be occupied, partly, by a repair department which it is the intention to open

Mr. Gordon Green, Manager Dack's, Limited, Winnipeg.

in the near future. This department will be run on up-to-the-minute lines, and, as the store is in an excellent location, close to the Orpheum Theatre, where thousands of people pass every day, it is expected that a big repair business will be done, in addition to the retail shoe trade.

Mr. Green, the manager, was born in Newfoundland, and made a start in the commercial life in Boston, Mass., in 1909, where he gained his first three years' experience in the shoe business. His next move was to Moose Jaw, Sask., where he still followed the same calling.

Right at the beginning of the war, in 1914, Mr. Green enlisted with the Imperials, and saw service in the Dardanelles. He was invalided home in 1917, and upon entering into civilian life again, he linked up with R. Dack & Sons, Limited, Toronto, spending a considerable portion of his time on the road, handling "made to measure" trade. At the beginning of March, 1921, he was transferred to Winnipeg to act as Western manager, and now takes charge of the firm's new store.

Where the Slump Started

THAT the raw material manipulators and speculators were largely responsible for the slump in the shoe industry, as well as the sugar and other industries, is the assertion of one of the most widely-experienced travelling shoemen in the country, who has made a close study of industrial conditions. One year ago last February, he declares, two advances were made in the price of hides, **after** the hide market had actually broken. Prices were forced up and held up by the manipulators of the market, long after the time when the decline should naturally have taken place, with the result that when the break came, as was inevitable, it came with a crash. It is this shoeman's opinion that if the market had been allowed to follow its natural trend, instead of being artificially maintained, the effects of the decline would have been comparatively slight, and much of the commercial and financial stringency which the trade has suffered, would have been avoided.

He finds business is now slowly recovering, and believes that placing business for spring 1922 will be normal, provided the confidence of the trade is not undermined by unexpected changes from one style to another.

A Sturdy Example of the "Young Canadian" Line.

Hall & Hodges Extend

The firm of Hall & Hodges, Limited, St. Sacrement Street, Montreal, have extended their warehouse accommodation by acquiring a large building adjoining their offices. This will increase their facilities in the matter of handling their various lines. The travellers of the firm are now on the road. Hall & Hodges are agents for spats, sport shoes, English brogues, Indian slippers, Cochrane rubber soles, Palmer-McLellan shoe packs, buckles, etc.

Signs of Some Improvement in Hide Market

The hide market seems to be showing signs of a little life, after a period of unprecendented dullness. In January packer hides were selling at 12c., and some business was done at that figure. Then the market went to pieces entirely, and during February and March there was talk of sales at 4c. and 5c. Prices have stiffened up again somewhat, however, and sales are reported from Chicago at 11c. All the old hides, it is said, are now cleaned up, and sales have recently been running around 150,000 a week. Calfskins have risen to 19c. and, at the time of writing, are holding at that level in Chicago. Last December they were quoted at 12c. to 14c., with very few sales being made.

The improved condition of the hide market, though it is still pretty weak, is a hopeful sign. The hide market was the first branch of the industry to feel the slump, and it is there that the first indications of a return to normal will probably be seen.

An Acknowledgement

The secretary of the National Shoe Retailers' Association of Canada wishes, through Footwear in Canada, to express his appreciation to the advertising clients of this journal, who have very kindly consented to give the coming N.S.R.A. convention, July 13-14, publicity in their advertising space, in response to the request recently sent them. Their co-operation is greatly appreciated, and the secretary asks that they accept the thanks of the Association through these columns, as he finds it impossible, owing to the large number of replies received, to make individual acknowledgments

Preparing for Export Opportunities

At the request of the Shoe Manufacturers' Association of Canada, Mr. Poussette, director of the Commercial Intelligence Service of the Department of Trade and Commerce, has instructed the Trade Commissioners and Commercial Agents abroad to report on export opportunities for Canadian footwear.

Canadian Stitchdown Company

The Canadian Stitchdown Company are now operating a factory at Ernest and Third Avenues, Maisonneuve, P.Q. The firm specialize in solid leather boots, shoes, sandals, and Mary Janes, for infants, children, and misses, the goods being marketed under the name of "Durable." The present output is 300 pairs per day, with a maximum capacity of 450 pairs. The firm is under the management of Messrs. James Fabrett, Jean Royer, and Denis Piette.

Licking Convention Plans Into Shape

A meeting of the committees working on the N. S. R. A. will be held on May 12, at which the plans for the coming convention of the Association—July 13 and 14—will probably take final shape. A number of meetings have already been held and much work has been done. The executive are looking forward, optimistically, to a very successful and valuable convention.

Merchandising Through Store Windows

Factors in Effective Window Display—Neatness —Overcrowding—Tying Up with Ads.

By J. H. McLelland

THE windows of your store are the eyes of your business. They convey to your prospective customer's mind an impression of your store whether the class of goods you have for sale are good, bad or indifferent. Two vital factors are the standard of service and the values you are prepared to offer.

It is a good policy to put price tickets on merchandise in the windows. If the display is all on the medium goods, small neat price tickets should be attached to every pair. If all high priced shoes are used pick out a few of the best values and ticket these, while if a mixed window is to be used price all the cheaper grades and one, two or three pairs of the best values in the higher grades. Make your window convey to the mind of the passer-by that your styles and prices are right and your service unequalled.

The Virtue of Cleanliness

Now a word about the Cleanliness and Neatness of the store windows and display if they are to be business getters:

The windows should be thoroughly cleaned inside every time that the display is changed (which should be at least once a week.) The outside of the glass, the brass and woodwork should be polished every morning. Most of us would not think of waiting on a customer with dirty hands or soiled linen, but let our windows, our best salesmen, be dirty, the goods in our windows dusty, the signs faded and shoes piled in the window like hay in a loft. This creates a negative impression on the customer's mind which nine out of ten times takes him down the street to our more progressive competitor whose windows, store front and shoes on display, are at least, clean.

In dressing your windows it is always wise to study weather conditions, public holidays and local events in your district such as picnics, parties, and pay-days so that you can make special appeals to those who may be interested in these affairs at the opportune time. That is to say, if a large party is being held have a special display of party or evening shoes preceding the event, or, in the case of a picnic, a special display of Outing and Sport Shoes.

The Overcrowding Tendency

If you want to sell shoes from the window display **do not overcrowd.** No matter how low the grade of shoes you handle are, each pair shown should be so placed that they can be seen to advantage from the front window. Have every pair clean. Use fillers if possible. Too much care cannot be used in getting the shoes ready for the window. Two or three pairs that are not just up to the mark will spoil the effect of your entire display.

Another important point is to connect up your newspaper or booklet advertising with your window display cards. The size of these window cards should be in proportion to the size of the window. Many window dressers use cards much too large for the size of their windows.

The writer is a strong believer in linking up the window display with newspaper advertising. For example, in a recent display of evening shoes, across the top of the price tickets used was printed "Evening Shoes Faultless in Style," and in an advertisement which appeared in the newspapers the same heading was used. The display of shoes connected with an advertisement of this kind should be "faultless in style" or the impression conveyed to the public will be negative—a condition you do not want if you are going to get the best results (present or future) out of your windows.

Shoeman Heir to a Fortune

F. W. R. Hughes, for some years a shoe merchant on Yonge Street, at Hillsdale, North Toronto, has received startling, but not unwelcome, news to the effect that he is heir to a large fortune. Fifty years ago John Finley, a wealthy resident of Chicago, died. Every effort to find his heirs proved fruitless. Some time ago Mr. Hughes noticed an advertisement in a newspaper, remembered that he had a great-uncle by the same name, and decided to investigate. He travelld to Chicago, and saw the trustees of the estate. Now, to obtain proofs of his claim, he has decided to go to England.

Representing A. E. Marois, Ltd.

H. S. Ringland has recently been appointed Ontario representative for A. E. Marois, Ltd., of Quebec, manufacturers of a full range of Welts, McKays and Standard Screws. His headquarters will be in Toronto, where he has opened up a sample room at Room 516, Board of Trade Building, Yonge and Front Streets, with a complete line of samples. Mr. Ringland expects to keep in touch with the jobbing trade of Ontario.

Prior to this appointment he was with the Robert Simpson Co. Mail Order, and has had several years' experience in the shoe trade.

Convention of Purchasing Agents

The Second Annual Convention of the Purchasing Agents' Association of Canada will be held in Toronto on May 14th at the King Edward Hotel. Every purchasing agent, whether a member or not of any of the associations now formed, is cordially invited to attend. Matters vital to every industrial company and purchasing agent will be discussed. This association is doing a splendid work in assisting Canadian industry by fostering Canadian buying and boosting the "Made-in-Canada" campaign.'

A Valuable Catalog

The Williams Shoe, Limited, Brampton, Ont., have recently issued a catalogue which is specially designed to assist retailers in sorting and sizing their stocks. Special reference is made to the "In-stock" department which now embraces nearly one hundred of the firm's best selling lines. These lines are indicated throughout the catalogue of heavy type. The catalogue is very well illustrated with typical examples of the Williams lines.

At all times endeavor to create a desire for the footwear you have in your store. Always play up a desirability for your own merchandise and the battle is half won.—C. F. Rannard.

Hydro-City Line-Up

THE following is a list of the travellers of the Hydro City Shoe Manufacturers, Kitchener, Ont.: Edward Sait, Box 876, Victoria, for British Columbia; W. W. Dow, 11309 97th St., Edmonton for Alta. & Western Sask.; Wesley Bates, 114 Chestnut St., Winnipeg, for Manitoba and Eastern Sask.; Arthur Foster, 32 Samuel St., Kitchener, for Niagara Peninsula; S. G. Amero, 342 Richmond St., London, Ont., for Southern and Western Ontario; James S. & Geo. Lovell, 99 High Park Ave., Toronto, for Northern and Eastern Ontario to Peterboro; Roy G. Bird, Brighton, Ont., for Eastern Ontario East and North of Peterboro; E. J. Amyot, 292½ St. Oliver St., Quebec City, for the Province of Quebec.

Canadian Consolidated Rubber Finances

AT the annual meeting of the Canadian Consolidated Rubber Company, Ltd., another record year's takings was shown with net sales for 1920 of $26,675,512.54, an increase of $4,512,535 over 1919. After reductions the net profits were $1,287,166, as against $1,751,506 for the previous twelve-monthly period. After payment of preferred dividends, there was left a balance of $1,077,166, or 38.3 per cent. on the common stock, against nearly 55 per cent. in 1919 and 50 per cent. in 1918.

Current assets were $16,427,205, against $12,870,225, and current liabilities $6,866,498, against $3,351,846.

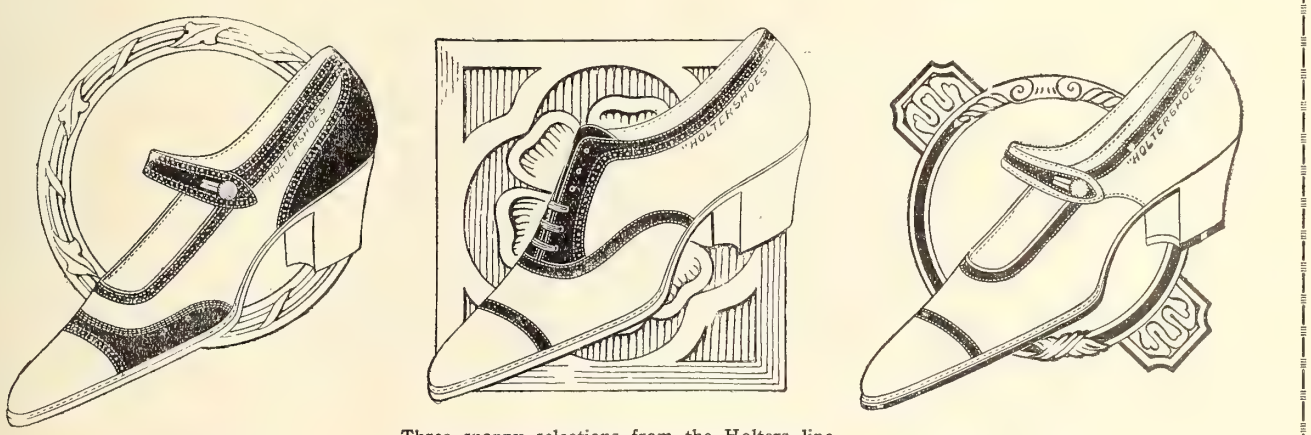
Revival in Shoe Trade Apparent in Montreal

There has been a welcome revival in the shoe manufacturing industry in Montreal. Factories which were closed or on short time are now busy—some working overtime—and orders have been refused except for late delivery. Montreal firms report that many rush orders have come to hand, particularly for jobbers, and that these are mainly for comparatively small numbers of pairs. Wholesalers have apparently put off buying until a late hour, and are now anxious to secure shoes within an early date from the period of ordering. They are also buying cautiously, and prefer to give repeat orders for small quantities rather than to purchase on a large scale.

The supply houses are naturally more brisk. The whole tone of the industry is of a far more optimistic nature. It is significant that the bulk of the orders for women's goods is for shoes of a fancy character, staples being largely neglected.

Branding Canadian-Made Footwear

DURING the past few months a number of well-known Canadian boot and shoe manufacturing companies have adopted, for the first time, the use on their shoes of a distinctive brand identifying them as of Canadian origin. The number of companies which are marking their goods "Made in Canada" or employing some other unmistakable identification of Canadian manufacture is rapidly growing. The attitude of retailers towards the Made-in-Canada brand on Canadian footwear has changed to a remarkable degree since the war and many retailers are now asking the manufacturers to use a Made-in-Canada stamp. This means that to an increasing extent Canadian footwear is being sold absolutely on its merits and that Canada and the Canadian manufacturing industry are given proper credit for the creditable goods which they produce. The Canadian people are coming to realize that Canadian dollars will buy better value in Canadian footwear than in imported goods. Retailers who are now purchasing Canadian and who are willing that the Made-in-Canada mark should appear, are invited to notify the Shoe Manufacturers' Association of Canada, No. 6 Jordan Street, Toronto. The co-operation of the retail trade will be much appreciated in this connection.



Three snappy selections from the Holters line.

This New Shoe Store in London, Ont., Has Pleasing Features

MAXIMUM efficiency in window display and design in a store of narrow width is strikingly exemplified in the new premises of the John Agnew Co., Ltd., London, Ont. To pass along the north side of Dundas St. and not give the handsome front of London's newest shoe store at least a passing glance would be an impossibility.

While the frontage is not more than 14 ft., the problem of making an attractive showing of footwear has been successfully solved by making the width of each window at the sidewalk less than 3 ft. and making the depth back to the inviting door about 20 ft. The deep windows are of the modified V-shaped effect, carried back from the sidewalk to the door with three slight angles, affording relief from the monotony of one straight expanse of plate glass. The effect, too, tends to attract the purchaser gradually from the street to the door, almost unthinkingly, as he examines the features of the display.

The most unusual feature of the window is the striking background, which is designed in five panels the height of the window. The woodwork forming the panels is done in ivory, while the background proper is in rich blue. Fancy relief work is artistically worked on the blue background with pleasing results.

Against the top of the glass is a heavy fringed valance, with the name of the firm shown in the weave. Behind the valance, placed so they cannot be seen are eight strong blue electric lamps. Large X-ray shades produce an abundance of clear white light which makes the windows stand out at night among the best lighted on Dundas St. The floors of the windows are polished hardwood, while the runway to the door is floored with six-inch red tiles. A large and handsome electric sign hangs over the sidewalk.

Immediately inside the front door is a square space bordered with the latest types of trunks, suitcases and the findings case.

The new store of the Jno. Agnew Co. has effective window display facilities, despite narrow frontage. The lobby extends back almost 20 ft. from the sidewalk.

The shelving is of the single section style and runs from the floor to a height of about 9 ft. without a ledge. As the store is about 150 ft. long and the shelving extends from the front to the back, there is sufficient space for thousands of cartons. The cartons all carry the Agnew label in uniform style.

The walls above the shelving are finished in a rich shade of blue while the shelving and all other woodwork is mahogany. The ceiling is handsomely finished in ivory color and panelled off in mahogany beams.

The seating is arranged in six groups of six chairs each. The chairs are of the heavily upholstered folding opera variety and the groups are placed alternately, one group facing the one side of the store and the next group facing the other side. The plan has already proven to be ideal for a narrow store of this type, giving the maximum seating with an abundance of floor space. The cash office and wrapping desk is located half way down the store on the east side, while the extensive stock of trunks, hand bags and leather goods is grouped at the rear of the store.

The London store is under the capable management of Mr. F. L. Smith, who has been in the employ of the John Agnew Co. for many years. Mr. Smith has been in charge of the London branch since its opening about six years ago, and to his genial personality as well as his aggressive business methods is due the thriving business that his firm is enjoying in the Forest City.

Nothing as easy to look at as a handsome girl. If you can work one into your advertising or your window display, people will stop and take notice. Ever think of hanging a picture of a really pretty girl, wearing a really smart pair of shoes, in your window. It will catch the mens eye, and anything that catches a man's eye, is mighty interesting to the women.

Has Had Wide Experience in the Shoe Game

MR. M. A. Cafferky, manager of the shoe department of The John Murphy Co., Limited, Montreal, has had considerable experience in the shoe game in the Old Country, United States and Canada.

He came from Ireland fourteen years ago, and went into the employ of The Regal Shoe Co., St. Paul, Minnesota. In 1910, Mr. Cafferky joined the Rannard

Mr. M. A. Cafferky, Manager John Murphy Company's Shoe Dept.

Shoe Co., Winnipeg, as sales manager. He left their employ last June to take charge of the shoe department of The John Murphy Co., Ltd., Montreal. Mr. Cafferky, in addition to managing this department, also acts as buyer.

A. H. M. Financial Statement

THE conditions obtaining in the Canadian Shoe manufacturing industry during the greater part of the year 1920 are reflected in the financial statement of the Ames-Holden-McCready, Ltd., for the period ending December 31. The company had, as the trade was aware, resorted to the shutting down of their leather shoe factories, due to the unprecedented situation. Their operations during the year were confined chiefly to the manufacture of rubber footwear, the year's gross sales in 1920 being $6,614,552, against $6,658,263 for the full twelve-month period preceding.

After deducting manufacturing and selling costs and allowing for depreciation, but before taking into consideration fixed and other charges, the loss on the year's operations amounted to $110,501, against a profit of $602,099 for the eight months covered in the previous statement and $632,764 for the entire 1918-19 period.

All deductions made, the deficit for the year, after three quarterly dividends on the preferred stock were made, totalled $639,836, against a surplus of $176,150 in the previous statement and $323,322 in 1918-19. When surveying its position as to inventories, the company found it necessary, under the new market conditions to absorb the sum of $822,768, thereby converting a credit balance, as at December 31, of nearly a million dollars into a debit one of $470,250, as at the same date last year.

President T. H. Rieder, in reviewing the situation, indicates that business is gradually returning to a more normal basis. His report to the shareholders states in part:

"The business of your company progressed favorably until the end of April. At that time there commenced the most difficult and trying period in its whole history. Never was there a sharper or more sudden slump in prices; never a quicker drying-up of demand for its product. Cancellation of orders with cessation of retail buying all worked to produce by early summer a condition of almost complete stagnation in our industry, beyond that in any other. All leather footwear manufacturers great and small, both in Canada and the United States, suffered tremendously.

"Your factory and sales organization have been kept intact during the year, although it was a heavy burden to maintain them. The management, however, felt compelled not to relax any possible effort to effect sales, as well as to insure the future business-getting ability of your company.

"Every possible economy throughout the organization has been effected. Factory employees have more or less voluntarily accepted substantial wage reductions. All other classes of employees—executives, salesmen, factory foremen, etc., are taking part of their compensation in the form of payments to the employees' stock subscription and bonus plan."

Finds Business Good in Auto City

Mr. Chas. Fice, the genial representative of the Lady Belle Shoe Co., has been down Windsor way recently and, incidentally, crossed over to the big automobile city, where he kept a weather eye open for conditions in the trade and visited some of the leading retailers. The Detroit merchants, he says, are pushing Beaver Brown in men's shoes hard, and doing good business. They figure that if a man buys a pair of shoes in a comparatively light shade, he will also find it necessary to buy a pair of black shoes also, and sales will be increased just that much extra. The ladies, too, they say, have bought earlier than usual, and the retailers are figuring that they may be able to sell them an extra pair for the season. The shoe business both in the States and Canada is apparently getting back to a pretty active basis.

Montreal Section of Travellers' Association

Great interest has been aroused in the shoe and leather travellers' association since the Montreal Fair. The membership has grown splendidly and there is a friendly rivalry between districts. The Montreal section of the Eastern District has now a membership of over two hundred. It has as its president, Mr. R. L. Savage, who has done much toward the success of the association. The other officers are: Vice-president, E. H. Dubois; second vice-president, Romeo Brosseau; secretary, Emile Larose, and treasurer, J. P. Buchanan.

Ingenuity is required in trimming the edge of rubber soles. Do not tackle the job with a dull knife. Keep in mind that when you are working on rubber or chrome soles, disaster is liable to follow unless your knife is very sharp.

New Welt Process Patented

Pentler & Short System Eliminates All Metal Fastenings in Lasting

THE Pentler and Short custom welt differs from every other process of shoe making. The insole is channeled from the underside (the side that comes into contact with the outsole). Through this channel the insole is permanently inseamed all around to the upper lining.

By this process of inseaming all tacks, staples and other metal fastening are eliminated. The upper and linings are firmly lasted down to the wood; the stretch is all taken out so the shoe keeps its shape. A shoe thus made, it is claimed, does not give the trouble experienced with shoes made with the "floating" insole so common in stitch-down and many so-called "special process welts."

Permanent Inseams

The counters and box toes are permanently inseamed to the insoles along with the upper and lining so as to remain firmly in place during the life of the shoe.

After the shoe is lasted the lip of the channel in the insole is laid down and the outsole is laid on and directly against the insole. The welt is laid on top of the edge of the upper and stitched with a Goodyear machine.

The uppers are therefore doubly fastened by being inseamed to the insole and Goodyear stitched to the outsole which prevents the same from pulling out at the shank as often happens in shoes made by other processes. This process also enables the manufacturer to construct shoes whether spring heels or heels, with a nailless heel seat—a feature which manufacturers have been striving for throughout the history of the industry.

It is pointed out that, the insoles being permanently and firmly inseamed and all staples and other metal fastenings eliminated, repairing becomes a simple process. A cobbler can either nail or sew on a new sole or half sole.

The Pentler and Short process was invented and patented by S. J. Pentler and O. R. Short, of the Marathon Shoe Co., Wausau, Wis. Both of these men have been in the shoe manufacturing business since boyhood.

The remarkable feature claimed for this process is that it can be used equally as well on a child's light, single sole shoe as on a man's shoe with heavy sole.

The Pentler & Short Process illustrated.

Retailer's Claim Allowed in Montreal Law Suit

IN the Superior Court recently, Mr. Justice Maclellan recently dismissed a demand made by the George A. Slater Company, Limited, to recover $2,723.81 from Chester D. E. Wilson, being the balance of an account alleged to be due for goods sold and delivered.

In the same judgment, a cross action by Wilson against the Slater Company to recover $2,925.56 damages for breach of contract was maintained to the extent of $2,229.56, with interest from June 22, 1920, and costs.

Wilson opened a retail shoe business in Montreal in May, 1919, ond on March 18 previously he gave the Slater Company an order for shoes valued at $5,780.82. The order was filled and delivered between May 10 and June 9, and it was to recover the balance of this account that the principal action was directed against defendant.

The court, on examining the special conditions of the contract of sale, reached the conclusion that the principal action was premature. Therefore it was dismissed under reserve of plaintiff's rights to recover as the account falls due.

The cross-demand was made on an allegation that the Slater Company failed to deliver to Wilson an accepted order for goods to the value of $5,576.20. The order was to be filled and delivered about September 15, 1919, but there was default, Wilson alleged, and consequently he said he was obliged to buy goods in the open market at a much greater price to replace the boots covered by his contract with cross-defendant. This, he said, incurred an enhanced expenditure of $2,229.56, and he submitted he was entitled to recover this amount from cross-defendant as damages. Wilson said, in addition, that he suffered further loss and damages amounting to $696 on account of his having to replace the goods he had ordered from cross-defendant with goods of a quality inferior to Slater's. He therefore sued for this sum in addition to the $2,229.56.

Cross-defendant denied having accepted the order on which Wilson based his cross-demand.

Justice Maclellan disallowed the additional cross-demand for $696, but granted to the first amount mentioned in the counter-claim, $2,229.56.

It's Up to the Repairers of Ontario

Get Behind the Big Convention—It Deserves Your Support
—Toronto, the Last Week in July

It will mark a new era in the history of the shoe repair trade in Canada.

It's the biggest thing has ever been undertaken by the trade in this Dominion.

It will give each individual repair man a broader viewpoint of his calling.

It will help him toward the solution of many of the problems that he is confronted with in these difficult days.

It will show him how his business can be made more profitable.

It will give him new ideas that will build trade.

It will acquaint him with methods that will save him labor.

It will make him a more efficient business man.

It will elevate the repair trade to a higher status in the community.

It will raise the trade one hundred per cent in the estimation of the wholesalers.

It will put the trade on the map among Canadian industries.

It will help each repair man to get the other fellow's viewpoint.

It will bring the members of the trade together in a way that has never been accomplished before.

It will bring out ways and means of using the lever of co-operation to remove many of the difficulties which obstruct the progress of the repair trade as a whole.

It will help define more clearly the path of progress for the repair trade.

IF—

If each repair man will do his bit—

By arranging to attend the conference.

By boosting it on every possible occasion.

By making suggestions to the committee who have it in hand as to how the convention can be made most valuable to the trade.

By coming to the convention prepared to discuss all matters of interest to the trade.

By readiness to communicate his own ideas and experience, maintaining an open mind for the reception of the ideas and experience of others.

By willingness to act along the lines which the best sense of the convention finds to be in the interest of the trade.

By adapting the valuable ideas that are brought out to his own business.

By carrying back the spirit of co-operation to his own community.

By asking himself not "What can I get out of this thing?" but "What can I put into it?"

Merchandising Tips for the "One-Man" Shop

Some Don'ts and Do's by a Merchandising Expert that Get Right Down to the Principles and Practices of Good Business—They're Worth a Trial

HERE are four big DON'TS to begin with. Make them part of your business religion. First—Don't sympathize with yourself because you have not more help and greater capital. Capital is the result of correct business practices, not the cause.

Scientists tell us that we do not make use of more than 20% of our brain power and energy. So there's plenty of stretch in you, don't worry. You can do a lot more yourself towards boosting your business, before commencing to burden it with a big payroll. And the experience gained through making your capital from a shoestring start is the best of all guarantees that you'll be able to hold onto the money when it comes.

Second—Don't slavishly ape the methods of the "big fellows." The big fellows' ways are the ways for big fellows—they'll fit your needs like papa's overcoat does little Willie. Besides, everything that you do should smack of you and your store; it should be distinctive and unique.

Third—Don't spend money for this or that advertising just because it's cheap or so and so is reported to have used it with good success. Put your advertising problems to your trade journal, and get sound advice. It isn't the money spent on advertising that counts; it's the effect upon the public mind.

Fourth—Don't carry your business around in your hat. A safe might drop on it, and then the wife would have a regular poodle and parrot time trying to figure out who owes who and what's left to her.

The best friend you will ever have is business is a set of well kept accounts. It's the one convincing argument when you want credit. Also, it's the one and only way to prevent leaks in your business.

A special and extra DON'T. Don't cut prices. It's service and quality that makes your work worth the prices asked. So give the service and get the price. Make the service worth the price too.

And here are some DO'S that any merchant who puts his head and heart into his business can make use of easily.

First DO—Get personality, individuality into your business. Avoid anything that smacks of freakishness, but aim to have your store and your methods different from the common run.

Your prices being the same as offered elsewhere, the public must be given some compelling reason for trading with you—some reason for thinking of your shop first when they want their shoes doctored. Service and quality—is the answer. And next, something distinctive and pleasing about your methods. It may be your store arrangement, or your window displays, the way you wrap your parcels and keep track of the shoes, or the distinctive tag you hand your customers. Anything that is reasonable and pleasing will do.

Second DO—Put yourself in the customer's place and figure out what sort of attention, what manner of handling their shoes, what practices having to do with deliveries, and all other such things would make you want to trade at that store and tell your friends to go there. Then make the doing of those things an unbreakable rule of your business. That's service. Give it.

Third DO—Put your best thoughts into your window displays. Aim to make each display better than the last. Don't make your displays too solemn and serious; everybody enjoys a smile; but be sure the onlooker smiles **with you** not **at you,** or your efforts.

Fourth DO—Remember that when you repair a pair of shoes, you should do something more than just merely exchange the job for the customer's money. Convince the customer that you know your business, that yours is a good shop in which to deal, that you really give SERVICE.

Fifth DO—Advertise. Here's where you can get in some of your best licks. True, you cannot spend as much money for advertising as some of the large stores do. But that is no reason why you cannot make an advertising reputation for yourself that will be the envy of all. Others have done that and so can you.

Perhaps you already have a mailing list of those in your neighborhood; but if not, you will do well to prepare one. Then get copy prepared for some letters that will tell people about you and what you can give them, in an interesting way. Then work your mailing list religiously.

And here is something that always gets attention when it's well done. Write brief, timely advertising messages on brown meat paper or something else that will be out of the ordinary, and put them on your window. A man in Chicago made a nation-wide reputation by doing that. The reputation for doing things in a different way got noised about the city and folks came from all points to deal with him. The secret of the thing is in the character and quality of the messages (Watch the columns of "Footwear" and you'll get some suggestions).

The same plan should be observed in your newspaper advertising. You may not be able to take very much space or to advertise very often; and that's all the more reason for making your advertising distinctive. But no rule can be laid down for doing that; it's something that must be worked out by studying the local conditions and writing accordingly.

Sixth DO—Feature the findings end of your business. It may be made very profitable, and at the same time gain you new customers for the repairing department.

Seventh DO—Make it a rule and ambition of your business to know your customers by name and to meet them pleasantly. People are all alike, in that they prefer to trade where they are known and spoken to by name.

Eighth DO—Look carefully to your store and window lighting. Customers follow the light; and there are so very many small stores that are poorly lighted that it's the very best kind of business strategy to profit by that condition, by having the lighting in

your store and windows as nearly perfect as you can get it.

Ninth DO—Keep your store immediately neat and clean. Pay attention, too, to the artistic effect. Dark dingy colors in walls and ceiling, or crude combinations of colors are a luxury that no small business can afford.

Tenth DO—Try in every way possible to get the outside point of view of your business. Spend time visiting other places of business; make notes of the good ideas you run across; pay careful attention to all complaints that your customers may make and try to remove the cause for such dissatisfaction. Remember, the public must be pleased; and it's only by understanding the outside point of view that you can hope to have your shop and your methods satisfactory to the public.

What Association Work Has Done for the Shoe Repair Trade in England

HERE is what Mr. John Hoyle, of the National Federation of Boot Trades Associations, has to say about what has been accomplished for the shoe repairing industry in Great Britain through association work:

"The shoe repairing industry has been rescued from the condition in which it existed in years prior to the war, and the policy pursued at the present moment settles the question for all time as to whether it shall be saved from a return to those pitiable conditions. The Conference at Newcastle said 'The fixing of repair prices is a matter for associations within a certain area, because of the varying conditions in wages and materials.' Thus the fixing of repair prices is a local matter with a district bearing. Nothing can avert a return to the old conditions other than a systematic understanding between associations within the different areas. A grave responsibility rests with District Council Executive Committees at the present time, and, to my mind, the line of policy is as follows: To watch month by month any change in the markets and to strive at all cost for unity of action by the district associations. If this course is pursued until some sort of permanent level in values is obtained, then the shoe repairing trade will be saved from the debacle which has overtaken some sections of the shoe trade."

It will be noted that Mr. Hoyle emphasizes the necessity of a systematic understanding between Associations within the different areas. Has this not a very direct bearing upon the matter which the shoe repairers of Ontario intend to deal with the projected convention in July, i.e., the formation of a federation? Association work would never have accomplished as much for the trade in the Old Land as it has, were it not for the National Federation by which the local bodies are linked together, in districts and as a whole throughout the country. Many repairers of British birth who are now in business in Canada can tell of the deplorable conditions which existed in the repair trade in England not very many years ago. The work of the Federation is largely responsible for the improvement, and it is an object lesson on what can be accomplished when co-operative action is wisely applied.

Conditions in the trade in Canada have probably never been as bad as they were in England, but can anyone assert that the local associations have outlived their usefulness, or that there is no work for a federation to accomplish? The repair trade in this country is probably at the most critical period of its existence right now. It is at the cross-roads, so to speak; one path leads to a higher level, the level of an industry; the other leads to a lower level, the level upon which the trade was operating ten years ago. Which path will the repair men of Ontario choose, that which gives them the status of business men and will net profits commensurate with those earned in other lines of business, or that which leads back to the old conditions of long hours and short profits, with the status of a low grade tradesman? The former is the path of co-operation, the latter is the path of division. We think there is little doubt which they will choose.

A Token of Esteem

A PLEASING feature of the meeting of the Toronto Shoe Repairers' Association on the evening of Thursday, April 14, was a presentation made to Mr. H. E. Carley, last year's vice-president of the Association. This took the form of the association's emblem, in silver. In making the presentation, President Burnett said it was given as a small token of the high regard in which the members hold Mr. Carley. Mr. Carley has an almost unbroken record of attendance for a number of years, and the Association felt it was only right that they should make some little expression of their appreciation of the loyal support he has given.

Toronto Repairers to Visit Old Land

THREE members of the Toronto Shoe Repairers' Association, Messrs. Butterworth, Hendry and Skilling, intend making a trip to the Old Land this summer and visiting the scenes of their younger days. Some of the fellow-members are suggesting that this may result in a rush of Old Country repair men to this country. When the representatives of the British organization, the National Federation of Boot and Shoe Trades Associations, visited Toronto, members of the local association took them over the city in their automobiles, and when the British repairers see that their fellow-tradesmen in Canada not only can afford to run automobiles but also to make trips across the Atlantic, they may jump to the conclusion that the repair trade in this country is a regular gold mine.

Veteran Repairer of Royal City Passes

MR. Michael Pringle, a veteran shoemaker, 80 years of age, died recently at the Royal Columbian Hospital, New Westminster, B.C., following a serious operation. The late Mr. Pringle was a native of St. John's, Nfld., and resided for some time in Halifax, N.S., but in 1888 he came West, and settled in New Westminster, afterwards moving to Vancouver, and from there to Victoria, and finally returning to the Royal City, where he has now ended his days.

In his earlier years, Mr. Pringle took a keen interest in public affairs, and during his long life became quite a popular and well-known figure. He carried on his trade as a shoemaker until about 12 years ago.

Are you preparing to attend the Conference?

Is Capital Looking to Repair Business as Field for Investment?—Repairers Must Keep Up with Times

THE shoe repairing industry has reached the stage where it offers opportunity for capitalistic enterprise. In certain cities on the other side of the line very large and splendidly-equipped shops are successfully operating, and in one or two Canadian cities there are establishments of considerable size, which use up-to-the-minute business methods and do considerable advertising. It is instructive to note that one of the establishments to which we refer is in the hands of men who are not members of the trade. They are investors who saw an opportunity for making money in the repair business and their investment is netting them the returns they looked for.

Does this not suggest any lesson to the average repair man? Does it not make it clear that he must keep his methods right up-to-date and offer the public a modern and efficient service, if he is to avoid the intrusion of a new competition in his field, of a keener and more powerful kind than he has ever before faced? Does it not indicate the necessity of united action by the repair men, not only for the purpose of maintaining prices, but also for the purpose of disseminating propaganda that will educate the public to have their shoes repaired with the legitimate repair man, and also to educate the individual repair man to render a service that will win the confidence of the public for the men who are today handling the repair business?

Do not let the shoe repairers drift along in a false security, believing that the methods of yesterday will suffice for today and for tomorrow. It is essential to keep up with the times. The manufacture of shoes has been taken out of the hands of the shoemaker and is now carried on in plants which turn out more shoes in a few hours than the shoemaker formerly turned out in a whole lifetime. And the repairing of shoes, too, may later be monopolized by those who do business on a big scale. Many repair men pooh-pooh this idea, but a great many shoemakers also pooh-poohed the idea that shoes could be entirely manufactured by factory methods. We do not contend that factory methods can be applied to shoe repairing, but we do contend that there is opportunity in the repair business for capitalistic enterprize and for operations on a larger scale. The men who are today handling the business will have to keep up to scratch; they will have to scrap ancient and inefficient methods; they will have to show the public that they are progressive; they will have to **advertise**—if they are to secure to themselves the business which is now theirs.

Care Required in Lowering Heels

When new shoes are brought in with the request that the heel be lowered, or, as is most often the case, that it be elevated by adding one or two lifts, care must be taken that the standard tread is not destroyed, as undue pain will be felt at the forepart of the foot if the heel is too high. In order to find out whether or not the tread is correct, set the shoes in a natural position on the bench, When the heel is set down flat upon the bench and the forepart of the shoe lies flat at the ball-line and a little ahead of it, the shoes are properly constructed as to tread even if the heel, next to the breast, should lie flat upon the bench while the rear part of the heel is lifted away from it a little bit. In such a case, do not alter the shoes in any way unless the customer insists upon it.

May Visit Royal Comrade

William Legg, a veteran shoemaker, of St. Catharines, Ont., set out recently on a trip to England. Mr. Legg expects to visit his old sailing comrade, King George, when away. He sailed with His Majesty on the same ship in the British Navy, and when King George visited Canada twenty years ago as the Duke of Cornwall and York, he sought out his sailor comrade and they had quite a chat about old times.

Changes in Kincardine Firm

The firm of Lake and Lake, modern shoe repairers, Kincardine, Ont., has been dissolved, Samuel Lake, Sr., continuing the business. Samuel Charles Lake has opened a repair shop in Liverton, but at present is not in good health and is receiving military medical treatment for trouble resulting from being gassed and wounded in the Great War.

Service Man Appointed for Landis

Robert J. Van Stone, 165 Queen St. South, Hamilton, Ont., has been appointed Service Man in Canada for the Landis Machine Co., of St. Louis, U.S.A. He carries a full line of repair parts, and stands ready to give every possible assistance to users of Landis outfits.

Universal Skate Grinder

Universal Shoe Machinery of Canada, Ltd., is now putting on the market their new model G. skate grinder, which is claimed to be the only skate grinding machine which is built as an independent unit in Canada. This machine is mounted on two strong legs and is equipped with a wooden shelf for resting the skates on, before and after grinding. It is furnished with a pair of motor brackets where separate drive is required, as in shops where there is no finisher, skating rinks, sporting goods store, etc., and it is also supplied equipped with a countershaft through which it can be connected with the finisher shaft by means of a clutch and driven by the power of the latter.

T. H. LePoidevin, shoe repairer, Toronto, has taken his son into the business, and the firm is now registered under the name of "T. Le Poidevin & Con."

At the meeting of the Toronto Shoe Repairers' Association on April 14, a resolution was passed, moved by Mr. Butterworth, seconded by Mr. Hendry, that an official invitation be sent to the various other shoe repairers' associations to hold the proposed provincial convention in Toronto. All visitors will receive a warm welcome from the Toronto men, and they may rest assured that any hours given over to leisure will not be dully spent.

The Big Idea!

"Shoes to Match the Costume— Hose to Match the Shoes"

Make It a Slogan

Shoe merchants who have gone after hosiery business vigorously and systematically declare:
That it nets splendid returns
That it gives added prestige to the store.
That it helps make new customers for shoes.

That the Hosiery Department is an asset to the store which they cannot afford to be without.

Hosiery is footwear in the exact sense of the word, and it should be handled in a footwear establishment.

Hosiery requires to fit the foot properly, just as shoes do. It should correspond to the size of the shoe.

Ill-fitting hosiery will cause foot troubles which the wearer will blame on the shoes.

The appearance of the shoe depends to a large extent upon the hose worn with them, and vice versa.

The hose should harmonize completely with the shoes in purpose, style and color, and the shoes, should be in accord with the entire costume.

Every well-dressed woman, and every well-dressed man, should have one or more pairs of shoes and several pairs of hose to match each costume, grown, or suit.

And the hose as well as the shoes should be purchased in a footwear establishment.

The aim of the shoe merchant should be to carry lines of hosiery that will harmonize with every pair of shoes he carries.

A pair of shoes should never be sold without a suggestion that hose can be supplied to match.

Many pairs of hose are required to one pair of shoes. Consider the great advantage to have the customer calling again to purchase another pair, or two, of hosiery to match the shoes she bought. It will familiarize her with your store, it will make it possible for you to become better acquainted with her needs and her whims and thus gain her confidence more completely, it will give you an opportunity to show what is newest in seasonable footwear, and, finally, it will make it easier for you to gain another regular customer.

It is up to the shoe merchant to make it a habit with his customers to buy at least one pair of hose with every pair of shoes.

It is up to him to show that he has the stock, and can give satisfaction, quality, style, service and price.

It is up to him to put across the "Shoes to match the costume—Hose to Match the Shoes" idea.

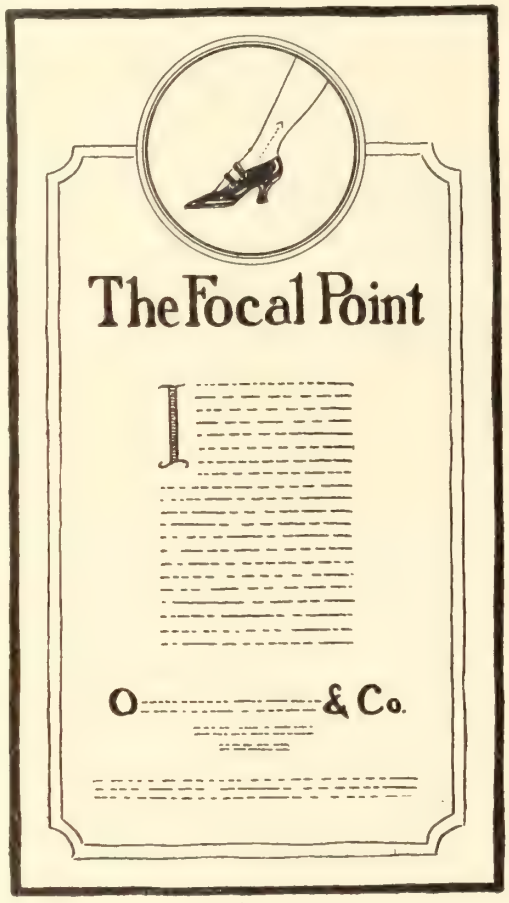
Emphasize it in your window cards. Incorporate it in your window trims. Feature it in your newspaper ads.

Offer your clerks a small bonus for every suggestion they may make which results in the sale of hosiery.

It is up to you, Mr. Shoe Merchant, to make the footwear store **the** place to purchase hosiery.

Footwear's Ad. Suggestion Service

Hosiery Advertising for the Shoe Retailer that will Help Put Across the "Hose to Match the Shoes" Idea



The Focal Point

It is to the foot and ankle that critical eyes are at once directed. A flaw there and the effect of the most captivating costume is nullified.

If you wish to be sure that your footwear is absolutely correct, allow us to provide you with O—— shoes and O—— hosiery to match.

O—— & Co.

Shoes to match the costume.
Hose to match the shoes.

"A Pair of Silk Stockings"

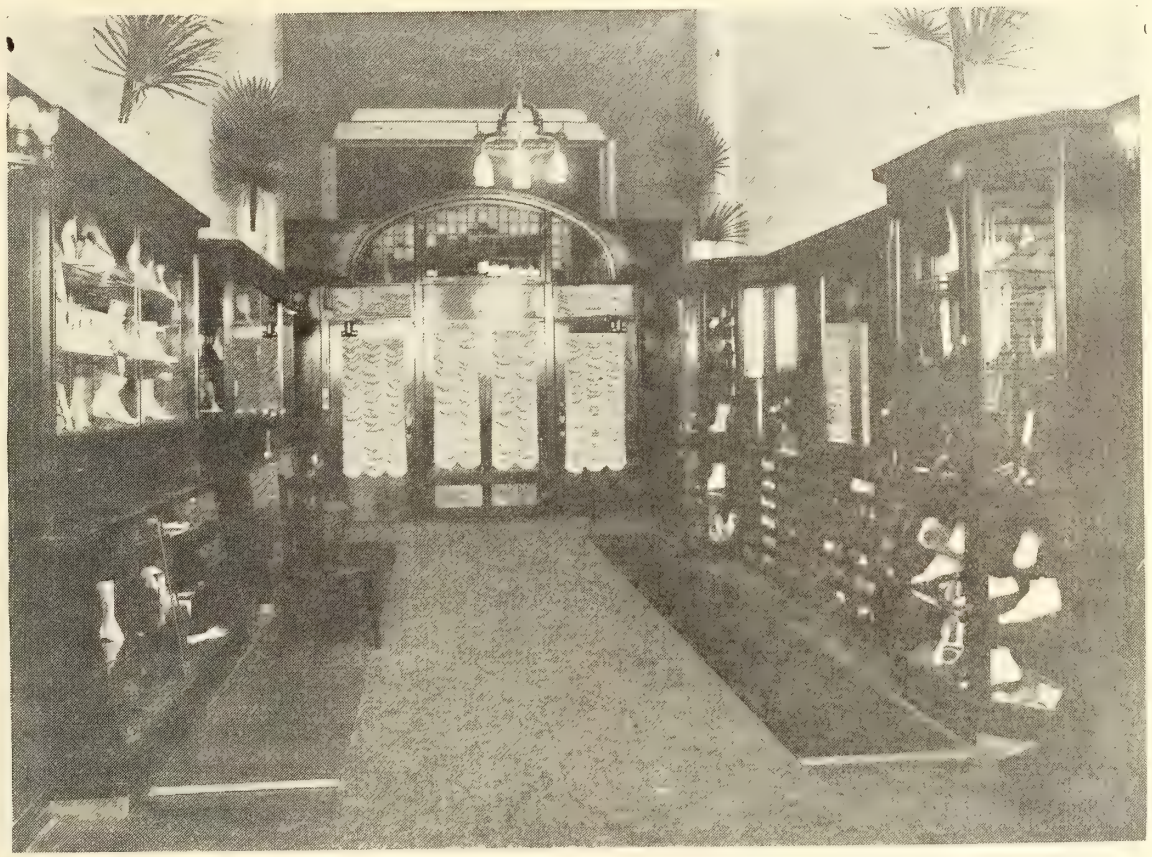
Those few silken inches twixt shoes and skirt will make or mar the costume.

G—— hose, matched with G—— shoe, constitutes the last word in elegant footgear.

In all shades
In the best grades

G—— 'S

Shoes to match the costume.
Hose to match the shoes.



Entrance foyer of Walk-Over Shoe Store, Montreal, showing Hosiery Section on left hand side entering the store.

Big Montreal Store Has Attractive Hosiery Department—Convenient Type of Fixture

OUR illustration shows the entrance foyer of the Walk Over Shoe Store, Montreal. As will be noted, the display of shoes and hosiery is most prominent upon entering the store, showing new and special lines of merchandise.

The hosiery section is comprised of glass fronted drawers, in which the hosiery is neatly placed. In each drawer there are different types of hosiery, showing various colors and textures in men's, women's and children's lines. The drawers have a stock capacity in each of from thirty to forty eight

Have you joined the N.S.R.A. yet?

pairs, according to the kind of material, silk hose requiring the smallest amount of space. These drawers are so constructed and equipped that it is possible to interchange the divisions, so that if, for instance, the merchant wishes to add to his stock of men's hose and reduce the stock of children's, or vice versa, it can be easily done by changing around the drawers.

The fixtures are made of solid mahogany, with frameless, all plate glass, doors, and present a very beautiful and artistic appearance upon entering the store. Above the hosiery section, a large plate glass mirror is conveniently located for the use of ladies passing in and out.

Messrs. Walk Over Shoe are enthusiastic over the hosiery end of their business, their sales running into a considerable amount, at the same time, being a convenience to their customers.

Photo courtesy of Jones Bros. & Co., Ltd.

Shortage of Full-Fashioned Hosiery in New York Market

There is a shortage of full-fashioned hosiery on the New York market for immediate delivery, according to the Dry Goods Economist. It states that in a search which included thirteen firms, neither brown nor cordovan full-fashioned could be secured to fill immediate needs. Tentative dates ran between June and July. Even blacks, apparently, are not plentiful.

"The scarcity of full-fashioned goods, it is stated, has given rise to a better demand for good, seamless stockings. These will fill the gap temporarily; but there has been so much mediocre goods in the market all spring that buyers will need to be careful about the quality of what they buy. The woman who wants a full-fashioned stocking and can't get it won't take an inferior seamless article and its presentation for her acceptance will make a bad impression.

"The whole hosiery market has picked up amazingly by reason of the number of orders for moderate-sized lots which have been coming in. Even the low end goods are doing quite well. It is doubtful, however, if there is any such urgent demand for this type of merchandise as its makers claim. That mills could turn out a whole lot more of it than they are doing and do it with ease and enjoyment is evidenced by the action of one of the largest mills which this spring, for the first time, began selling direct to a few selected large retailers."

FOOTWEAR FINDINGS

Happenings in the Shoe and Leather Trade

A new and up-to-date shoe store has been opened at 330 George St., Peterboro, Ont., by D. C. Grant. Mr. Grant advertises "New and exclusive sections" of footwear, and "out-of-the-ordinary" hosiery for ladies. A feature of the store is an exclusive shoe shine parlor for ladies.

The Duane Shoe Shop, 207 Sparks St., Ottawa, was formally opened on Saturday, April 23. The event was well advertised and flowers were given those who visited the store on the opening day.

C. B. Longmire & Co., Bridgetown, N.S., have opened a new shoe store on St. George St., Annapolis Royal, N.S.

Miss Keeler, who has been in the shoe business at Mitchell, Ont., for the past fifteen years, last week purchased the building from the owner, who is now residing in Regina.

Mr. C. L. Owens, of the Owens-Elmes Mfg. Co., Toronto, has just recently set out on a trip to the coast, showing the company's line for fall.

Federal Footwear, Ltd., Toronto, has been incorporated, with capital stock of $40,000, with authorization to manufacture and deal in footwear.

The J. W. Hewetson Co., Ltd., of Brampton, Ont., have leased the Acton Shoe factory at Acton, Ont., for a period of 16 years, with option of buying at the end of that period. The company expect to have the plant in operation early in July.

M. S. Wheelwright, of M. S. Wheelwright & Co., has been added to the board of directors of Ames-Holden-McCready, Ltd.

Walter Trick, for many years a shoe merchant here, died very suddenly on April 22 at Vancouver, where he had been spending the winter visiting his son. Mr. Trick was 78 years old and a native of Devonshire, England. He came to Canada 55 years ago and soon after engaged in business in London. He retired about ten years ago. Mrs. J. E. Thorne, wife of J. E. Thorne, shoe merchant here, is a daughter.

A fire of unknown origin did damage to the extent of $2,000 to the building and over $3,000 to the contents of the Walk-Over Shoe Store, Yonge St., Toronto, on Tuesday, April 26.

Mr. Wm. Melville is now covering territory from Toronto East to Montreal, including Ottawa Valley, for the Scroggins Shoe Co., Galt. He reports business fairly good.

Mr. P. M. Goff, who formerly represented A. E. Marois, Ltd., to the jobbing trade, from the Ottawa River to the Coast, has severed his connection with that company, and intends to devote his attention chiefly to his own specialties, which are favorably known to the trade as Goff's Magneto Wet-Proof and Goff's Hygienic Health Shoe, with cushion sole, besides some other specialties in ladies' footwear.

O. M. Brocks, the special representative of the United Shoe Machinery Company of Canada, Ltd., is on a two months' trip in the Maritime Provinces.

F. N. Delancey, of J. & T. Bell, Ltd., Montreal, has just visited the New York and Boston shoe centres.

H. L. Baldwin has been appointed Western representative of the United Shoe Machinery Company of Canada. His territory extends from Calgary to the Coast.

Samuel Cleland, shoe merchant, of 1030 St. Clair Ave., Toronto, died recently at his home at that address. Mr. Cleland had been operating a shoe store on St. Clair for the past seven years, prior to which he had been in business on Yonge St. His death came rather suddenly, though he had not been in good health for some time. Mr. Cleland was 54 year of age. A wife and five children survive him.

The Inspector Street building of the Ames-Holden-McCready System, Montreal, has been taken over by the Department of Soldiers' Civil Re-establishment, in connection with the work of caring for returned invalid or disabled men.

The Quebec Gazette reports that letters patent of incorporation have been issued to S. & A. Mendelsohn, Limited, Montreal, with total capital stock of $99,000. The company is authorized to carry on business as manufacturers, importers, exporters and dealers in shoes, boots, and footwear of every kind. It is also empowered to carry on a retail shoe business and to act as jobbers.

Amdur's department store, St. John, N.B., has opened a new footwear section.

Mr. Thomas Hazelton, shoe repairer, Arnprior, Ont., has moved from his old premises in the Campbell House to the Galvin Block on Elgin Street.

Letters patent have been issued to the Omemee Tanning Company, Ltd., increasing its capital stock from $40,000 to $200,000.

The Home Shoe Company, Limited, has taken out letters patent increasing its capital stock from $25,000 to $299,000.

The Canadian Leather Preservative & Oil Co., Ltd., has been incorporated, with a capital stock of $40,000; headquarters at Windsor, Ont.

The Central Leather Co., Ltd., has been incorporated, with head office at Montreal, Que.; capital stock $50,000.

Charles F. Hoyt has been appointed to take charge of the model room of the United Last Co. Ltd., Maisonneuve. Mr. Hoyt was formerly with the Sturgis-Jones Last Co., of Brockton, and has had a wide experience in model making. Under a rearrangement of sales territory, Mr. M. L. Sturgis will open an office for the company in Toronto, in order to take charge of the Western trade. Mr. Sturgis, who will be in charge of the office, is one of the best known salesmen in the shoe and allied trades.

A wide circle of friends in the trade will learn with regret of the very serious illness of Wm. J. Ashplant, of the Hubert Ashplant shoe store. Some weeks ago Mr. Ashplant, who was only recently married, was stricken with appendicitis and was rushed to the hospital for an operation. Complications developed and his condition became so serious that for some days only slight hopes were entertained for his re-

Infoot Brand—British Make

SK 858
SILK (PLAIN)
Pink, White or Blue
SOFT SOLES
$10.90 Per. Doz.

INFANTS' FOOTWEAR, Limited
LONDON, ENGLAND
Greene-Swift Building, LONDON, CANADA

Why Not Sell Hosiery?

You can do it on a very small investment of capital. Every customer who buys shoes from you is a very probable customer also for

Monarch-Knit Hosiery

And the beauty of selling Monarch-Knit Hosiery is that sales are quickly made; the profit is excellent; satisfaction for every customer is as sure as sunrise. Just think how long it sometimes takes you to satisfy a customer with a pair of shoes! Two or three minutes extra time of your salesmen will sell one or more pairs of hosiery.

Say to each customer:

"Let me show you some hosiery. We have 'Monarch Knit'—a Canadian-made hosiery of splendid quality that will give you complete comfort and long wear at a moderate price."

Then watch your hosiery sales become a mighty interesting and important factor in your business.

Write For Our Catalog

This is the first exclusive hosiery catalog ever produced by a Canadian hosiery manufacturer. It inaugurates a new up-to-date service plan which enables you to do a big hosiery trade on a small investment. Write for your copy today. Please use the coupon.

The
Monarch Knitting Company, Limited

Head Office: Dunnville, Ont.

Factories: Dunnville, St. Catharines and St. Thomas, Ontario.

The Monarch Knitting Co., Limited,
Dept. F. C., Dunnville, Ont.

Please send to the address below a copy of your new catalog of Monarch-Knit Hosiery.

NAME .....

ADDRESS .....

.....

covery. It is now believed that the worst is past and while he is very weak his condition has continued to show improvement.

WE WANT A MAN for Quebec and Maritime Provinces to handle our line of rubber heels, soles and taps. This is the most complete line ever shown in Canada. Positively will not give this to a man handling any other line of heels.

WIDS CO. OF CANADA,
8 Lowther Ave.,
Toronto.
5

Department of the Naval Service

SALE OF CLOTHING

Sealed tenders addressed to the undersigned and endorsed on the envelope "Tender for Clothing" will be received up to noon of **Friday, the 10th day of June, 1921,** for the purchase of Clothing and Clothing Supplies, including Seamen's Bedding, Blankets, Boots, Braces, Kit Bags, Brushes, Combs, Comforters, Drawers, Duffel Garments, Duffel Cloth, Flannel, Blue Jean, Seamen's Hammocks, Woollen Jerseys, Leather Mitts, Oilskins, Razors, Serge, Shirting, Socks, Stockings, Towels, etc., at Halifax, N.S., and Esquimalt, B.C. These supplies are in excess of the immediate requirements of the Department and are in effect new, never having been worn or used.

Tender forms, together with full particulars, may be obtained on application to the undersigned or to the Naval Store Officer, H.M.C. Dockyard, Halifax, N.S., or Esquimalt, B.C. Samples may be seen at Ottawa, Halifax and Esquimalt.

G. J. DESBARATS,
Deputy Minister of the Naval Service.

Ottawa, Ont., April 30, 1921.

Unauthorized publication of this advertisement will not be paid for.
5

"Judge It by Its Users"

New Castle Kid

BLACK — WHITE — COLORS

Send for Samples

New Castle Leather Co.
NEW YORK

Canadian Branch:—335 Craig St. West, Montreal
Factory:—Wilmington, Del., U.S.A.

H. W. UPHAM

Now at
MONCTON, N. B.

With our larger and better quarters at Moncton we have greatly improved facilities to give the trade the best possible service in all kinds of

SHOE AND HARNESS REPAIRER'S SUPPLIES

Prompt Deliveries ***Fair Prices***

Notes From London, Ont.

There has been a noticeable increase in buying by both the general public and the retailers in this district in the past two weeks. Travellers generally report taking larger orders than they have booked since last fall and have been coming in feeling most optimistic over the outlook.

In the country towns and throughout the countryside where general stores are located, it is reported that many excellent orders have been secured. In the cities where there is still considerable unemployment, the shoe trade along with other business is feeling the effects. The belief seems general, however, that with the coming of warmer weather, and the improvement that is taking place in many factories, that business will pick up nicely.

Doing Nice Trade

"We have been finding a steady improvement in business lately," said B.C. Sterling, of Sterling Bros., to Footwear in Canada. "We have enough orders booked now to keep our factory running well into July. City trade, while somewhat quiet due to general conditions, is showing signs of improvement. In the small towns and throughout the country our travellers have been securing excellent business. They report that merchants have got over the policy of buying for their immediate requirements only and are placing good sized orders. Many of the travellers are enthusiastic regarding the outlook for the coming months and there seems to be a general feeling in the trade that the worst is over and that there will be a nice summer and fall trade."

Country Trade Brisk

"Country trade is brisk," said Manager W. J. Mitchell, of the Ames-Holden-McCready Co. "Orders have been coming in better during the past ten days or two weeks than for months. The country merchants are placing nice orders too and seem to be looking ahead for a revival of business. In the city there is a certain amount of slackness in the shoe trade. This is common in other business too and is traceable to the number of men out of work. There is, however, a fair volume of business offering and signs point to steady improvement in the coming months."

Helped the Retailers

The unusual weather recently has greatly helped business in London. With two days of rain and then two days of fine weather it has been possible for farmers to come into town. It has been impossible for them to work on the land and finish their seeding. As a result they have been coming in on the trains and in their autos in hundreds, and in many cases bringing their wives and families with them. What is more important from the shoe merchants' standpoint, they nearly all brought along a pocket full of money. Men, women and children have been buying shoes, and buying good priced shoes at that. Retailers are thanking the weather man for about two weeks of the briskest business they have experienced in some time. As a result of the turnover many of the stocks will need considerable replenishing and this in turn will help the factories.

An Up-to-The Minute Shoe Store

One of the new London stores which has got away to a good start is the shoe firm of Owens & Laing. An excellent location right in the heart of the downtown district, backed by timely advertising and very attractive window displays, has resulted in a volume of business being handled that has been most satisfactory. Ira Owens, the senior partner in the firm, is widely known in the trade. For some time he was with T. Lawson, later with Johnston & Murray, and for the past two years has been on the road covering territory from Windsor to Toronto for the Packard Co.

MELTONIAN
Boot Polishes and Creams

The Super-Standard *of* EXCELLENCE

The Polishes That Get Hold of the Public

SAMPLES
PRICES
& TERMS
with
PLEASURE
from

Mr. Robt. D. AYLING

23 Scott Street
Phone Main 7613
TORONTO

Agent for the sole manufacturers :
E. BROWN & SON, Ltd.
LONDON AND PARIS

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THE Edwin Clapp SHOE
TRADE MARK REGISTERED
EAST WEYMOUTH, MASS U.S.A.

ESTABLISHED 1853

"THE COUNTRY CLUB"

THE same painstaking effort of sixty years ago, typifies the methods used in making the EDWIN CLAPP SHOE of today. We encourage comparison, and invite your inspection, as we know it will be to our mutual benefit.

Shall we submit samples?

Edwin Clapp & Son Inc.
ESTABLISHED 1853

EAST WEYMOUTH, MASS., U.S.A.

If you have a satisfactory White Cleaner to offer your customers—you are more than half-way to making a sale of White Footwear—so stock

"BLANCO"

Registered Trade Mark.

KEEPS WHITE SHOES WHITE.

EVERYBODY who habitually wears white boots or shoes knows and buys "BLANCO."

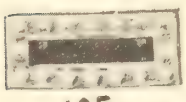
Everybody who buys new white footwear will need "BLANCO," and no one who has ever used it will ever be persuaded to take a substitute, for "BLANCO" *does its work*, does it well—and easily—no trouble, no messiness.

"BLANCO" quality will take care of *your* reputation—"BLANCO" profits are as good as *its* reputation.

So with every consignment of White Footwear order a consignment of "BLANCO"—"to keep those white shoes white."

Order NOW from your Jobber.

Made only by
JOSEPH PICKERING & SONS, Ltd.,
Sheffield, England.



Up-to-date Novelties

for Up-to-date Retailers

Whatever the season's demand proclaims to be the latest and fastest selling, you'll find in the Reynolds line of shoe ornaments and strap effects. We have Buck-El-On shoe ornaments in the beaded and rhinestone effects that are adorning shapely footwear everywhere—and our companion novelties, Butt-N-On Straps and Buck-El-On Colonial Tongue, in beaded ornamented or contrasting inlaid designs.

Buck-El-On Shoe Ornaments

No. 732/6—Steel fancy tongue ornament with jet tube beads, also bronze background with blue, or white background and with jet or blue tube beads.

No. 617/12—Beaded ornament, colored rosette and leaves, black background. Bronze background with gold rosette and leaves, or white background with jet rosette and leaves.

No. 622/5—Beaded double bow ornament. Jet with steel line or bronze with gold line.

No. 109—Rhinestone buckle, white metal, guaranteed finish.

No. 105 and No. 138—Rhinestone strap ornaments, with pins. Can be used for vamp ornamentation.

No. B731—Beaded strap, in patent leather, dull kid, vici, satin, white kid or eve cloth.

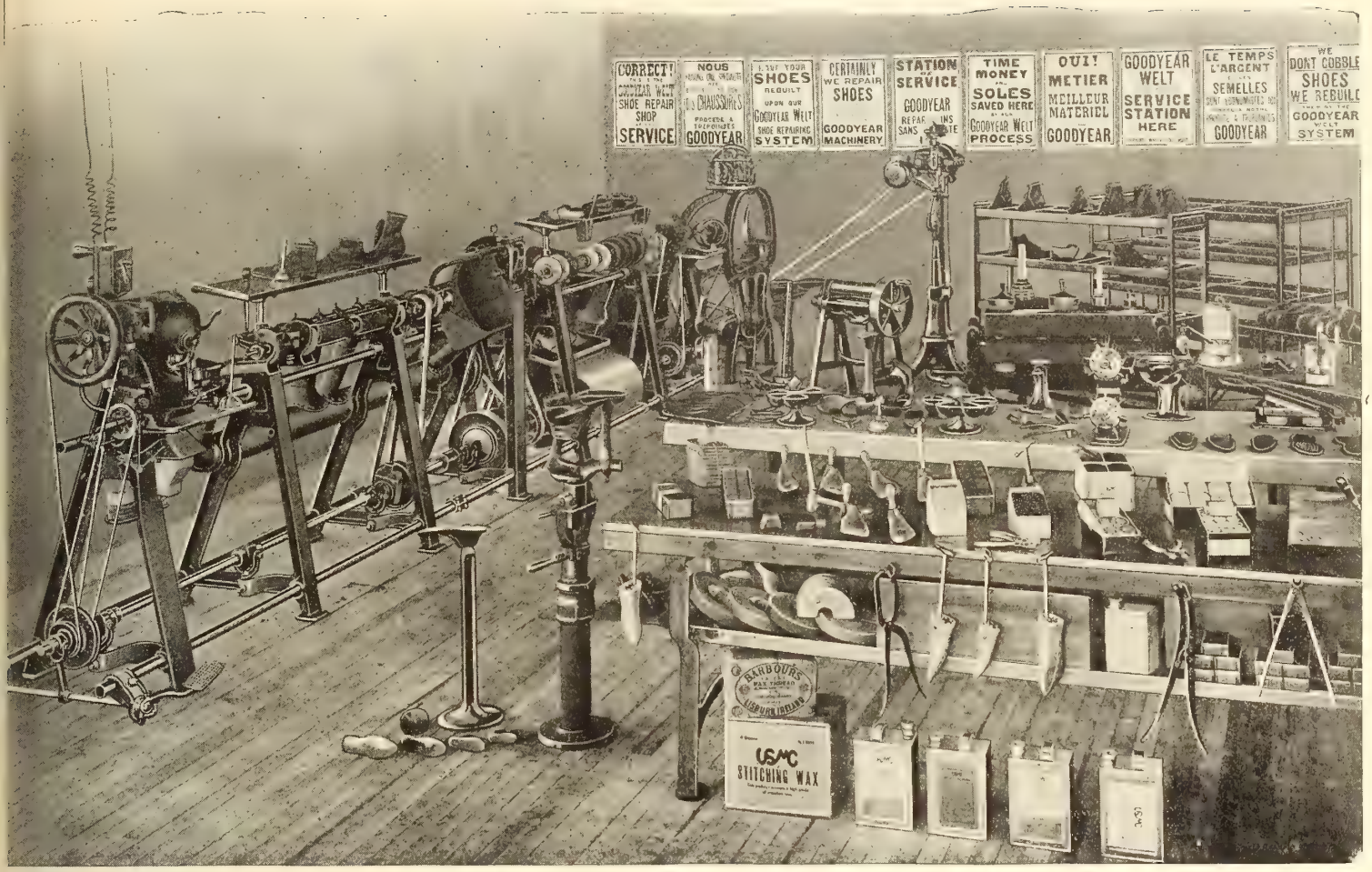
All prices on buckles include Buck-El-On, Instep Protector and Buckle Holder.

Write us concerning your ornament needs of the present, and be sure that you

DON'T PASS THE BUCK-el-on

William Reynolds, Jr., Inc.

Providence, Rhode Island



An Up-to-Date Goodyear Shoe Repair Shop

TO BE
SUCCESSFUL
YOU MUST BE
UP-TO-DATE
USMC
GOODYEAR SHOE REPAIR OUTFITS
ARE ALWAYS UP-TO-DATE

Keep in mind the National Shoe Retailers' Convention July 13th and 14th in in Toronto.

Our Goodyear Welt Shoe Repairing Machinery Catalogue illustrates and describes 15 different styles and sizes. There is a style to suit your requirements.

A COPY OF OUR CATALOGUE GLADLY SENT ON REQUEST.

United Shoe Machinery Co. of Canada, Limited
MONTREAL
TORONTO KITCHENER QUEBEC

THE SIGNIFICANCE OF THIS STAMP

ORGANIZED labor supports its principles by demanding the stamp of its associates on merchandise, not only as proof of its belief in industrial justice, but because of a sound buying law.

That law is the knowledge that union-made merchandise is rightly made, by skilled workmen in sanitary surroundings.

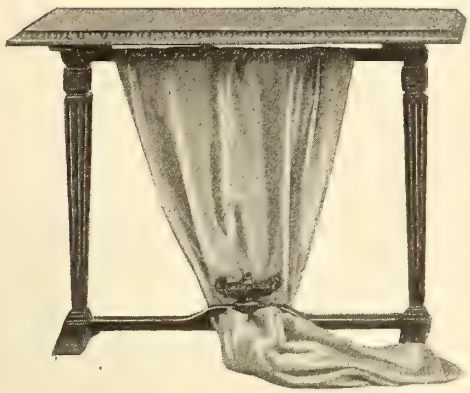
It is good business for every retailer to have this stamp in his shoes, for even if the greater percentage of his trade is not the industrial class, the stamp characterizes an honest product, well made.

Look for this symbol in the next lot of samples a salesman shows you.

Boot and Shoe Workers' Union

246 Summer Street - - Boston, Mass.

Collis Lovely, Gen'l President **Chas. L. Baine, Gen'l Sec'y-Treas.**



THE effectiveness of your window display may be greatly increased by the use of attractive display fixtures.

It is not possible to excel in appearance or workmanship the fixtures which are designed and made in our workshops.

Our catalog contains a variety of designs from which to make your choice. May we mail you one?

Decorative Fixture Company
1600 South Jefferson Street,
CHICAGO, ILL.

YOU can't afford to have a shoe lacer come between you and future dollars. If you are going to sell a man anything sell him something he will be glad to recommend to his friends. And that is exactly what you do when you sell him Nufashond Fabric Tipped Shoe Lacers.

Nufashond Fabric Tipped Shoe Lacers are made to give long wear and the Nufashond Fabric Tip is part of the lacer itself—it can't come off. It will not discolor—wear shiny or twist out of shape.

There are no but's or and's or if's about it. Your money cannot buy a better lacer and we will prove it. And in all colors—flat or tubular—for all sizes and styles of shoes.

To help you sell more we will supply you with display case, signs and all the selling help you need.

Ask your jobber for samples and prices

Nufashond
TRADE MARK REG. U.S. PAT. OFF.

Reading, Pa.

Nufashond
TRADE MARK REG. U.S. PAT. OFF.

THE FABRICTIP—IT CAN'T COME OFF

The

"HUMBERSTONE"

NON-RIP SANDAL

Obtainable in two colors—black and tan—both made of solid leather throughout. The workmanship is unusually good—well able to withstand the hard service of its youthful wearer. It is a sandal you will like to sell and recommend because you know it is dependable.

Humberstone Shoe Co., Ltd.
HUMBERSTONE, ONT.

JOBBERS

HOCKEY BOOTS

Our Hockey Boots have extensive sales and supply a wide demand at a reasonable price. The quality and workmanship put into their manufacture insure a first-class product on which you can realize a large and profitable turnover. Write us for samples.

J. S. SAMSON ENR.
QUEBEC

STANDARD SCREWED SHOES

IN
MEN'S BOY'S YOUTH'S
LITTLE GENT'S
AND CHILDREN'S

A. A. COTE & SON
LIMITED

McKAY SEWED SHOES

IN
MEN'S BOY'S YOUTH'S
LITTLE GENT'S
AND CHILDREN'S

ST. HYACINTHE
QUE.

Manufacture lines of Staple McKay Shoes in Men's, Boy's, Youth's, Little Gent's, and Children's, as well as a Strong Line of Heavy Working Shoes, out of best Chrome Tanned Side Leathers, on Foot Fitting Lasts, at reasonable prices, Standard Screwed Soles, Stitch Aloft, Natural Finished Bottoms, so that buyer can see the nature of leather, and know what he is buying. THAT'S THE LINE FOR YOU.

Fred. F. Dufton
LEATHER

50 Foundry Street South
Kitchener — Ontario

SHEEPSKINS
Representing : Clarke & Clarke, Ltd., Toronto

GLAZED KID
Representing : The Bonner Leather Co., Montreal

CALF AND SIDE LEATHER
Representing : C. Galibert & Son Co., Montreal

GLAZED HORSE
Representing : Lucien Borne, Quebec

GOODYEAR WELTING AND MENNONITE
Representing : Wickett & Craig, Ltd., Toronto

CUT SOLES
Repres'ng : The Provincial Cut Sole Co. Kitchener

Stock of above well known lines always on hand. Call and inspect them.

We Can Save Money for You on Your Shipping & Packing

H & D Solid Fibre Board Boxes

1.—They protect your shipment against loss from dampness and water.
2.—They are extremely light, which means low freight charges.
3.—They cannot be opened without breaking the seal.
4.—They save time in packing.
5.—They save storage space.
6.—They have strong advertising value.
7.—They can be made to your specifications.
8.—Their first cost is lower than wood.

Our booklet "How to Pack It" explains all—write for it.

The Hinde & Dauch Paper Co.
of Canada Limited
TORONTO ONTARIO

Shoe Manufacturers' Supplies

We shall be pleased to quote prices and give any information desired on any of the following: Steel Dies, Shoe Stamps, Shoe Lining Markers, Stencils, Marking Inks and Supplies, Numbering Machines, and Rubber and Brass Stamps for all purposes.

Write us today

MONTREAL STENCIL WORKS, LIMITED

ESTABLISHED 1875 221-223 McGill St. Montreal Tel. Main 1434 & 6616

SHOE RACKS

We Make
"SHOE RACKS" OF ALL STYLES
END WOOD CUTTING TABLES
HARDWOOD DIEBLOCKS
TABLES FOR SHOEMAKERS
WOODEN BOXES OF ALL KINDS

Maranda & Desormeau
110 Delorimier Ave. MONTREAL
Phone East 9604

The Best and Most Durable Shoe Laces Are Made With Our

Power Shoe Lace Tipping Machines

Textile and Special Machinery
Harris-Corliss Steam Engines

Send for Catalogue

The Franklin Machine Company
Engineers Founders Machinists
189 Charles Street, Providence, R.I.

Orthopaedic Bootmaking

Special Shoes for Crippled and Deformed Feet

S. J. FRIEDMAN
320 Granville St., Vancouver, B.C.

The Greatest Dancers of the Day insist on wearing Arthur Franks' Ballet Shoes. No other shoes afford the same amount of comfort and support.

BALLET SHOES

by Arthur Franks are supplied to Mesdames Pavlova, Kaisavina and Vera Karalli, and Messieurs Novikoff, Volinini, Adolph Bolm, etc.

Arthur Franks
3 Cotton Street, Australian Avenue,
London, E.C. 1, England.

"CANADA FIRST! Canadian Materials and Canadian Workmanship." That is the spirit that should animate the Boot and Shoe industry of this country at a time like the present.

JOS. TANGUAY'S working shoes are all-Canadian, and they are styled and priced to sell rapidly and extensively. They are made right and are rapidly winning preference.

We cordially invite your enquiries, and when in the Old City, a visit to our sample room will be most profitable to you. We show the same lines of staples as last year to which we are continuously adding new ones.

JOS. TANGUAY

Office and Sample Room :
34 Du Roi, Cor. St. Dominique St.
QUEBEC

All Canvas and Felt and Canvas Combination Innersoling

FOR McKAYS

The stitches sink completely below the surface in this material and there are no uncomfortable, humpy places. It's the ideal innersole for McKay work at a low cost.

Every inch is usable—practically no waste in cutting. Let us send samples for proof

THE LANDERS BROS. CO.
TOLEDO, OHIO

KELLEY KID

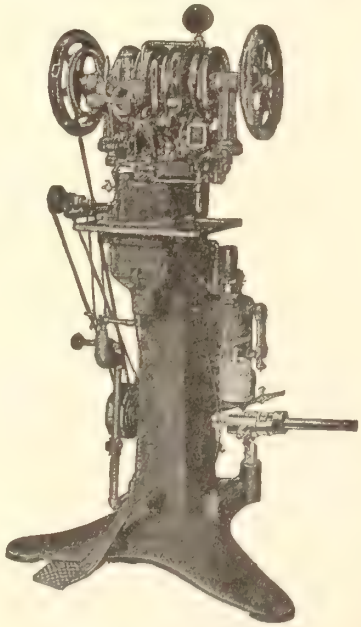
LEADS THEM ALL
in Uniformity,
Fine Texture, Wearing Qualities and Finish

In our West Lynn Factory during 310 working days, the average daily output has been 800 dozen finished skins, or an equivalent of 9,600 skins per day. This represents 60,000 feet of leather turned out each day, or 18,600,000 square feet of leather in one year. This amount provides over 6,200,000 people once a year with one pair of shoes—a large army!

Sold in All Foreign Countries

Thomas A. Kelley & Co.
Tannery and Main Office, LYNN, MASS.
Selling Agents:
ROUSMANIERE, WILLIAMS & CO.
87-93 Lincoln St., BOSTON, MASS.

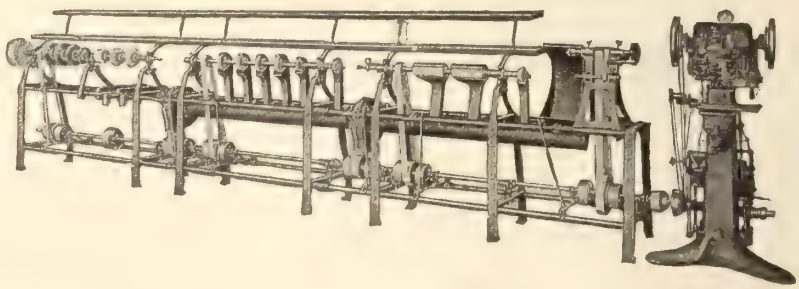
Landis Outfits are Money-Makers



Landis No. 12 Shoe Stitcher.
Sold outright—No royalty.

Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms are easy.

We have many models of stitchers and finishers. Write for complete catalogue with prices and terms.



Landis Machine Co., 1515 N. 25th St., St. Louis, U.S.A.

DON'T TAKE CHANCES!

Be sure of the quality, the size and the strength of the threads you use by specifying

Barbour's *Dependable Quality* Linen Threads

You can pay less; but you'd better not; good THREADS are cheaper; it's in the QUALITY—not in the PRICE.

For

Lockstitch **Welt**
McKay **Turns**

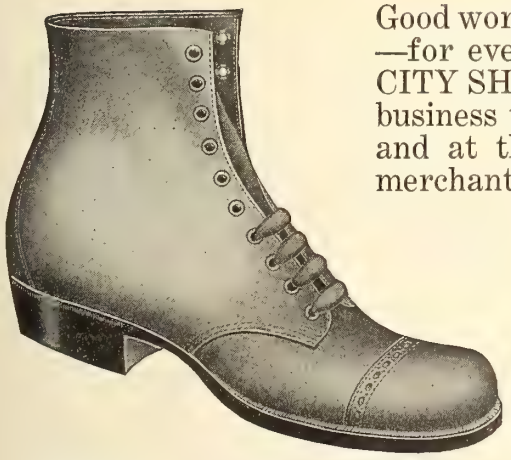
Threads for all type machines.

Good Stocks Carried at

Toronto MONTREAL **Quebec**

FRANK & BRYCE, LIMITED

Shoes for the Entire Family



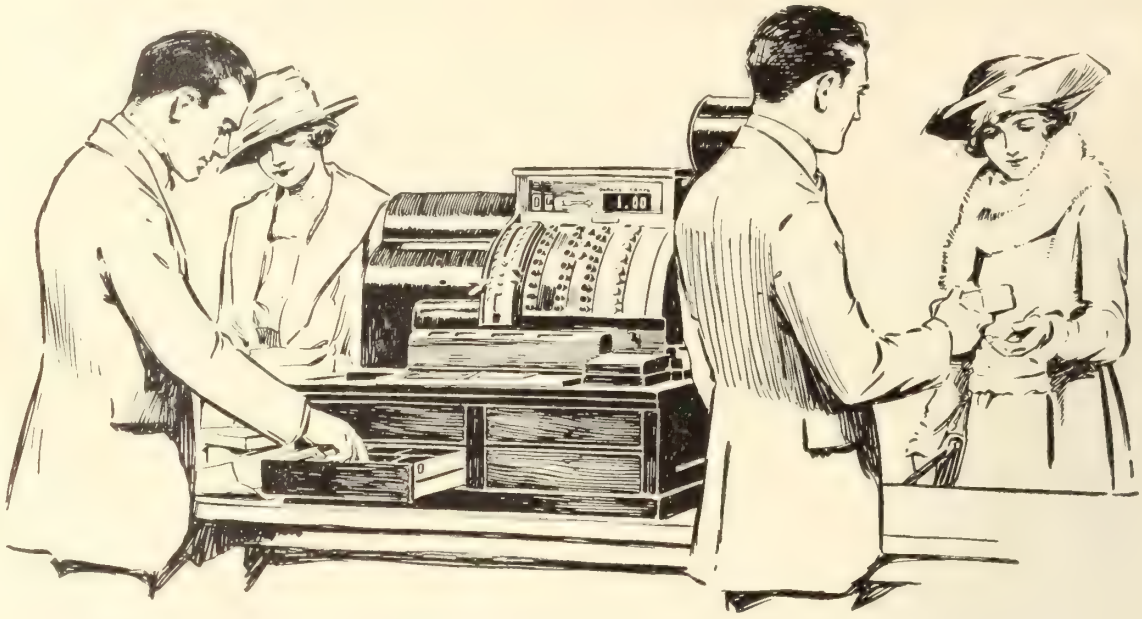
Good workmanship, good materials and good sensible styles —for every member of the family. That's why HYDRO CITY SHOES please the customer and bring live, profitable business to the merchant. They're real sellers, every one, and at the new lower prices are a proposition that no merchant should overlook.

Why not write us for samples and prices?

P.S. If you want a man's work shoe that you can absolutely recommend for heavy wear, enquire about our S. S. Solid Leather Staples.

HYDRO CITY SHOE MFRS.

KITCHENER **Limited** **ONTARIO**



Clerk D is making change from his cash drawer. The amount of the sale is shown at the top of the register. The other clerk is handing change and parcel to the customer. He made change from his own cash drawer.

A separate cash drawer for each clerk

This makes clerks more efficient because:

1. Each clerk is responsible for the business he handles.
2. In case of error it shows who made the mistake.
3. It gives each clerk credit for the work he does.

An up-to-date National Cash Register with separate cash drawers measures the ability of each clerk.

Up-to-date National Cash Registers are made with any number of cash drawers, from one to nine

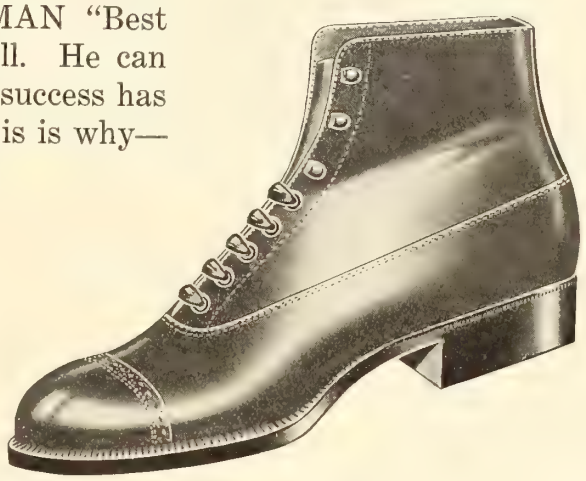
We make cash registers for every line of business

NATIONAL CASH REGISTER CO.

OF CANADA LIMITED

Ask Your Jobber, He Knows

Your Jobber will tell you that the SISMAN "Best Everyday Shoe" is one that it pays to sell. He can no doubt tell you of many retailers whose success has been due in a large measure to it. And this is why—

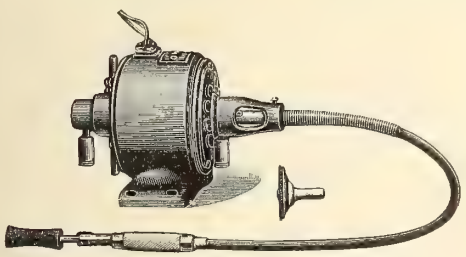


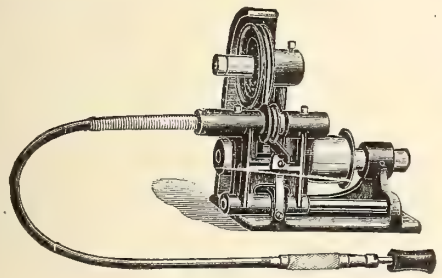
The SISMAN "Best Everyday Shoe" boasts of materials, and workmanship usually found only in footwear selling at a much higher price. This extra value is never allowed to vary. Can you think of any surer foundation upon which to build permanent business?

Ask your Jobber to-day. He knows.

THE T. SISMAN SHOE CO., Limited
AURORA, - ONTARIO

Handles Tip Buffing and Light Scouring



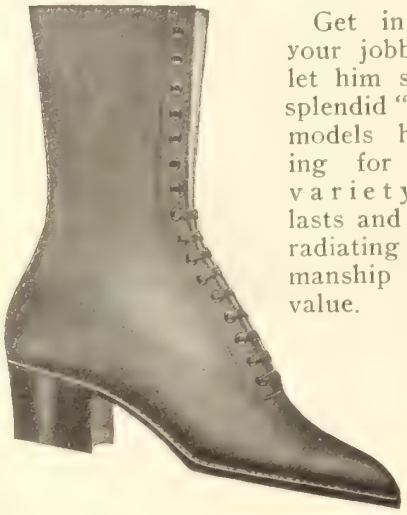


A Splendid Machine for all Kinds of Light Sanding
FOR MOTOR OR BELT POWER

Our Tip Buffing and Light Scouring Machine is a great help in getting over the small work speedily, and will save its cost in a short time. You can attach the motor to an ordinary lamp socket, and operate the machine in any desired position. The Belt Machine has friction drive, requiring no loose pulley. Any shaped buffer may be used, or emery discs as supplied by us may be attached. Let us send you one of these on ten days' approval. Write us for futher particulars.

THE
LOUIS G. FREEMAN CO.
CINCINNATI, OHIO

"La Duchesse" McKays for Women Turn Slippers for Men



Get in touch with your jobber early and let him show you the splendid "La Duchesse" models he has waiting for you. In a variety of leathers, lasts and patterns, and radiating good workmanship and unusual value.

Jobbers only

"La Duchesse" Shoe Co.

Registered
MONTREAL

The Peterboro Shoe

For MEN, BOYS, YOUTHS and LITTLE GENTS

A staple line of Footwear, prominently known for its superior workmanship, first grade materials, smartness and comfort. A Line you can stock with assurance. Write us to-day.

B. F. Ackerman, Son & Co., Limited

PETERBORO, Ont. Western Branch, REGINA, Sask.
MAKERS OF THE "PETERBORO" SHOE

H. O. McDOWELL H. N. LINCOLN

International Supply Co.

The Largest Shoe Factory Supply House in Canada

IMPORTERS — — JOBBERS

Shoe Machinery, Findings and Factory Supplies

We are Exclusive Canadian Agents for the following well-known houses:—

American Lacing Hook Co., Waltham, Mass.
Lacing Hooks and Hook Setting Machines.
Armour Sand Paper Works, Chicago, Ill.
Crystolon Paper and Cloth for Buffing and Scouring.
Boston Leather Stain Co., Boston, Mass.
Inks, Stains, Waxes, etc. Cyclone Bleach.
The Ceroxylon Co., Boston, Mass.
Ceroxylon, the Perfect Liquid Wax.
Cincinnati Cutting Die Co., Cincinnati, Ohio.
Quality Breasting Knives.
The Louis G. Freeman Co., Cincinnati, O.
Shoe machinery.
F. L. Glennon Machine Co., Lynn, Mass.
Perforating Tubes.
Hazen, Brown Co., Brockton, Mass.
Waterproof Box Toe Gum, Rubber Cement
Markhem Machine Co., Boston, Mass.
Marking and Embossing Machines, Compounds, Inks, etc.
M. H. Merriam & Co., Boston, Mass.
Binding, Staying, etc.
Puritan Mfg. Co., Boston, Mass.
Wax Thread Sewing Machines,
Poole Process for Goodyear Insoles.
Safety Utility Economy Co., Boston, Mass.
Electric Heating Equipment.
The S. M. Supplies Co.
Factory Supplies, Needles, etc.
J. Spaulding & Sons Co., N. Rochester, N.H.
Guaranteed Fibre Counters, Fibre Innersoling.
The Textile Mfg. Co., Toronto, Ont.
Shoe Laces.
United Stay Co., Cambridge, Mass.
Leather and Imitation Leather Facing, Welting, etc.

We carry three large stocks in order that we may serve you promptly. You will do well to avail yourself of these stocks.

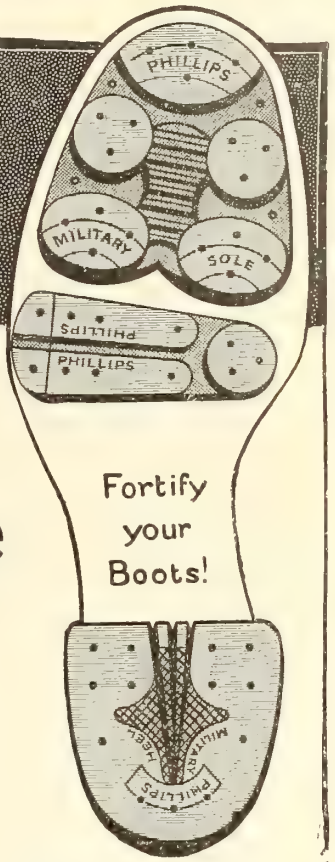
Quality Goods

INTERNATIONAL SUPPLY CO. MONTREAL KITCHENER QUEBEC — SERVES YOU RIGHT

Right Prices

Main Office—154 Notre Dame Street West, Montreal
Branches:—37 Foundry Street S., KITCHENER — — 566 St. Valier Street, QUEBEC

PHILLIPS' 'MILITARY' SOLES & HEELS



From all over Canada comes the call for more

TWO years ago Phillips' "Military" Soles and Heels were practically unknown in Canada. Only those who had been in the army overseas knew their merits. But through these men the demand sprang up. Others began buying. And soon not only men but women, too, were wearing them. Now the demand comes from all parts of the Dominion. Recently we have added a children's line which promises to be equally popular.

In order to meet this demand and to give a more prompt and efficient service to the trade, we have moved our headquarters to 60 St. Paul St. East, Montreal. We carry a complete stock, at this address, and all orders will receive prompt attention. Immediate delivery assured.

Get in touch with us now for anything you may require for immediate selling.

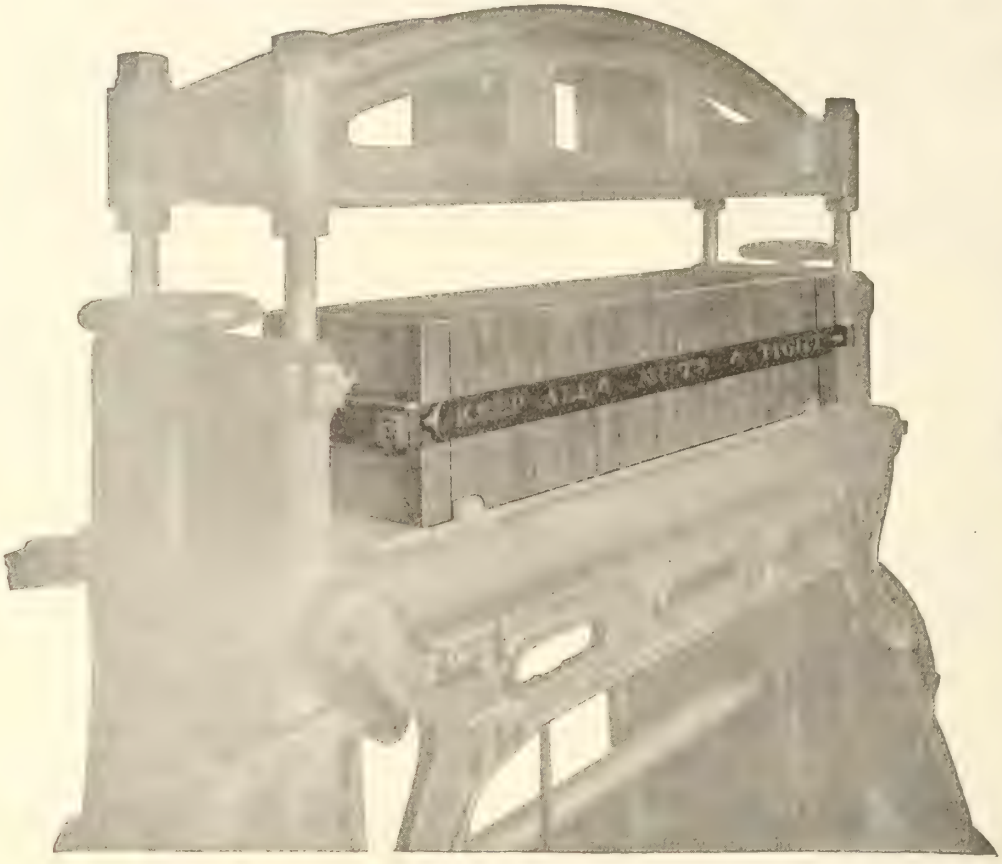
PRICES

Men's Stout	$1.23
Men's Light	1.00
Boys'	.90
Women's	.70
Children's	.50

Canadian Phillips Company

60 St. Paul St. East, Montreal

"LONGLIFE"



FIBRE BLOCKS

HAVE JUSTIFIED EVERY CLAIM

THEY GIVE A CUTTING SURFACE OF JUST THE PROPER CUSHION.

THE SURFACE DOES NOT CHIP OR SLIVER.

THEY ARE UNIFORM THROUGHOUT—NO HARD KNOTS—NO SOFT SPOTS. THEY VERY RARELY NEED PLANING—NO CHEMICAL DRESSING IS NECESSARY.

They Improve the Quality of Your Work.
They Save You Money.

Keep in mind the National Shoe Retailers' Convention July 13th and 14th, in Toronto

CARRIED IN STOCK BY

United Shoe Machinery Co. of Canada, Limited

Montreal

Toronto **Kitchener** **Quebec**

Penny-wise Saving

Of course you can get cheaper box toes than Vulco-Units—but does it pay? Any manufacturer who has ever used them will say, no. In fact Vulco-Units are to be considered as something which yields large returns, not as an added expense.

They not only preserve the appearance of the shoe but give greater comfort to the wearer. Being waterproof and perspiration proof they are the most durable box toes made.

Be sure of the genuine by getting in touch with us direct.

The National Shoe Retailers' Convention to be held in Toronto, July 13-14, is something no shoe merchant can afford to miss. Plan now to attend.

BECKWITH BOX TOE LIMITED

SHERBROOKE, QUEBEC

Sound Merchandise

at rock bottom prices

No. 46

THE jobber will find ample opportunity for profitable turn-over in our splendid line of Men's, Youths' and Boys' shoes.

There is no better time than right now to get in touch with us. We believe we can make you very attractive quotations.

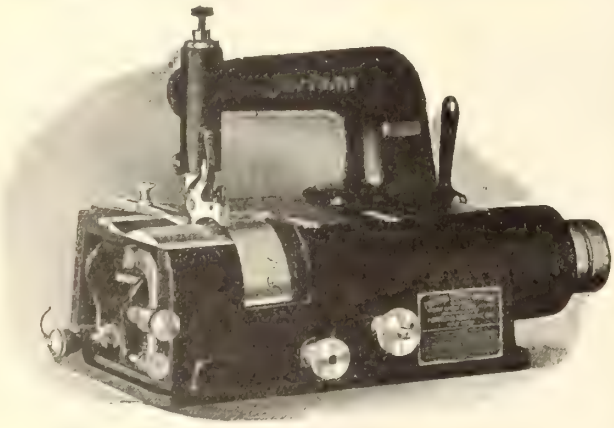
Ask us about our Women's McKays.

No. 50

LAGACE & LEPINAY

QUEBEC

Fortuna
Skiving Machine



For Manufacturers who Skive Leather, Felt, Cork, Rubber or Paper

Used extensively by Manufacturers of
SHOES, BOX TOES, TRIMMINGS, INSOLES, ANKLE SUPPORTERS, WELTING, ARCH SUPPORTERS

Sole Agents for Canada

Fortuna Machine Co.
127 Duane Street - NEW YORK

Founded 1882

The Commercial

Dry Goods, Footwear, Hardware, Grocery & General Merchants Review

An Established Business Paper that reaches the great western provinces of Canada.

Goes to the small general store in the prairie village and to the large Dry Goods, Footwear and Hardware Stores throughout the large western cities.

Sample copy and information on request.

Hugh C. MacLean Co., Ltd.
910 Electric Railway Chambers
Winnipeg, Man.

Start People Talking About Your Windows

Use our snappy and attractive window display accessories

Fancy Papers, Artificial Flowers, Borders, Glass Stands and Shelves, Baskets, etc.

Prize Winners at Recent Shoe Convention in Milwaukee used our Novelty Papers Exclusively.

Send for our Catalogues

Doty & Scrimgeour Sales Co.
30 Reade St., New York City

Rubbers that please your Customers

After all, the people who wear rubbers are the ones who will decide which kind they will buy. Keep your stock well sorted on Maltese Cross Rubbers, because they are the ones the people believe in, the ones they like and ask for.

MALTESE CROSS RUBBERS

Order from your jobber

DISTRIBUTORS

W. B. Hamilton Shoe Co., Ltd.	Toronto, Ont.	J. H. Larochelle & Fils, Limitee	Quebec, Que.
D. D. Hawthorne & Co.	Toronto, Ont.	J. H. Begin, Enreg.	Quebec, Que.
Geo. E. Boulter	Toronto, Ont.	La Maison Girouard, Limitee,	St. Hyacinthe, Que.
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F. E. Smith	Guelph, Ont.	Dowling Shoe Co.	Brandon, Man.
Copeland Shoepack Co.	Midland, Ont.	A. McKillop & Co.	Calgary, Alta.
Bignell & Knox	Montreal, Que.	Maybee's Limited	Moose Jaw, Sask.
Thompson Shoe Co., Ltd.	Montreal, Que.	Damer, Lumsden Co.	Vancouver, B.C.
Canada Shoe	Montreal, Que.	Western Grocers, Limited	Cranbrook, B.C.

Gutta Percha & Rubber, Limited

Head Office and Factory Toronto

Branches in all leading Canadian Cities

PAPER BOXES

We manufacture paper boxes of every description for Boots and Shoes. Send us your enquiries stating sizes and quantity.

THE HOUSE OF SERVICE

THE
King Paper Box Co.
Limited

Everything in Paper Boxes.

864 LASALLE AVENUE, MONTREAL

PHONES: LASALLE 440—2085

Edwards & Edwards
LIMITED
TANNERS OF

SHEEPSKINS

FOR

Shoes, Gloves, Saddlery
Upholstering
Bags and Suit Cases
Bookbinding
Fancy and Novelty Goods
Skivers
Embossed Leathers
Etc., Etc.

Edwards & Edwards Limited

Head Office and Sale Rooms
27 Front E. Toronto

Tanneries
Woodbridge, Ont.

Quebec and Maritime Provinces
Represented by
JOHN McENTYRE LTD. 28 St. Alexander St. MONTREAL, QUE.

TRED RITE SHOES

OTTERVILLE,
ONTARIO

Mr. Retailer:---

Have you Tred Rite Shoes in stock now? If not you are not giving your customers the best service you can, nor are you doing yourself justice.

Tred Rite Brown and Black Storm Calf Bluchers are trade winners wherever they go, either Skuffer welt or Goodyear welt.

In stock now:—Youths' & Gents' Brown & Black Storm Calf Blucher on above last. Boys' on a good fitting semi-recede last, also Boys' Mahogany and Black Gun metal Calf Bals on recede bal last in Goodyear welt only. Ask for samples and prices to-day.

How many of these KENDEX Specialties are you Using?

There is not one of them that will not increase the utility and appearance of your product. Each one is made in Canada and guaranteed by us to be exactly as represented. Why not get in touch with us for samples and any other information you may require?

KENDEX Inner Soles for boots and shoes
KENDEX Middle Soles for boots and shoes
KENDEX Stitch Downs for boots and shoes
KENDEX Sock Lining
KENDEX Fillers
KENDEX Counters
KENDEX to combine with rubber or fibre outsoles
KENDEX Inner Soles to vulcanize to rubber soled tennis or outing shoes
KENDEX Slip Insoles
KENDEX Outsoles for felt slippers

HEEL PADS **TONGUE LINING** **PIECE FELTS**

RETAILERS. Kendex Slip Insoles are just what many of your customers are looking for to relieve tired, burning, and calloused feet. Selling them will bring you both good will and profit.

Write us today for full particulars.

KENWORTHY BROTHERS

OF CANADA LIMITED

ST. JOHNS, P. Q.

Represented by HORACE D'ARTOIS - - - 224 Lemoine St., Montreal

Where Quality Counts "Big"

ARC BRAND

The care taken in the selection of the hides and the exacting process by which they are transformed into the finished product accounts for the superlative quality of "CLARKE'S."

Manufacturers of footwear should bear this in mind when making up their various lines for the coming season.

Samples gladly sent on request.

A. R. Clarke & Co., Limited

Montreal - Toronto - Winnipeg

Vol. XI.—No. 6 Toronto, June, 1921

Footwear in Canada

"TRU-TROD" AND "FOOT TRAINER"

Classic

Canada's Most Successful Shoe
FOR CHILDREN

GETTY & SCOTT, LIMITED
Makers of the Classic Shoe for Children
Galt - Ontario

PANTHER SOLES AND HEELS

The shoe repairman who overlooks Panther Soles and Heels is missing two of the greatest business builders ever offered him.

In the first place they give a greater length of service, are waterproof and prevent slipping. Then for real comfort in walking—particularly upon city sidewalks—they are not to be excelled. They put a spring and buoyancy into the step that makes walking a joy.

And remember this. Panther soling looks like leather, can be stitched and trimmed easily and holds the stitches to the end.

The fact is that once worn the wearer wants them always. That is the secret of their success.

Panther Rubber Co., Ltd.

SHERBROOKE, QUEBEC

The Whole Family Wears

FLEET FOOT

This promises to be a wonderful season for every dealer handling FLEET FOOT SHOES. Warm weather came early. Buying started briskly. And everybody, everywhere, seems to be wearing these popular summer shoes.

People now realize that FLEET FOOT are an economy—not a luxury. Men wear FLEET FOOT to business these days Women wear FLEET FOOT all day about the house. Whole families put on FLEET FOOT on the first warm day and will wear FLEET FOOT right through the summer.

This means that dealers will sell dozens of pairs of FLEET FOOT where they used to sell only one.

If your FLEET FOOT stock is not complete, our nearest Service Branch will fill your "rush" or sorting orders promptly.

Dominion Rubber System

Service Branches are located at:

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Brantford, Kitchener, Hamilton, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

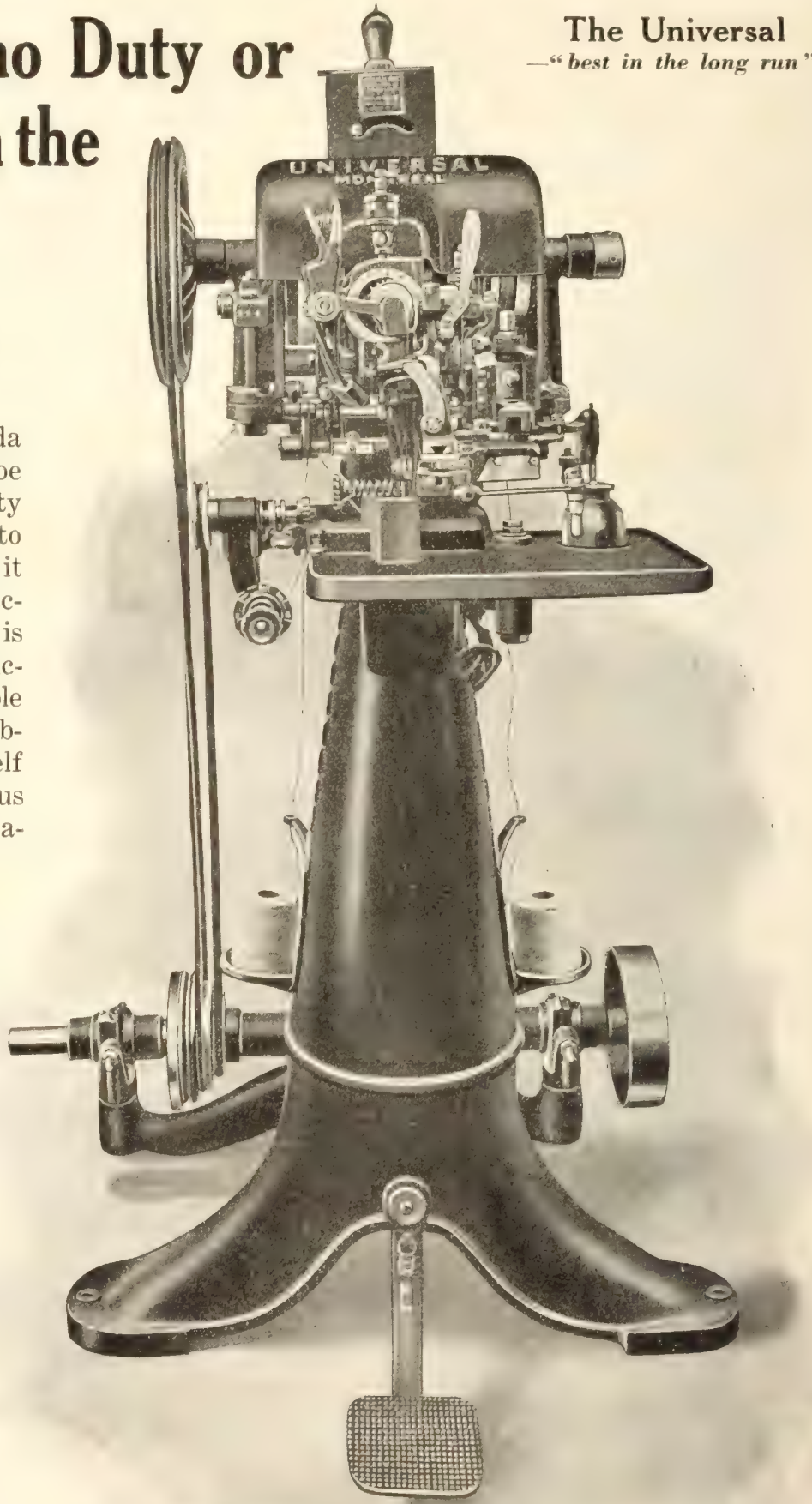
CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION RUBBER SYSTEM
AND ASSOCIATED COMPANIES

You Pay no Duty or Royalty on the Universal

The Universal
—"*best in the long run*"

It's Made in Canada

Built right in Canada for the Canadian Shoe trade. No Royalty, Duty or Exchange Rates to pay and we guarantee it to give every satisfaction. In design it is most modern and efficcient and as a profitable investment has established a name for itself wherever used. Let us send you full information as to prices, etc.



Universal Shoe Machinery of Canada Limited
128 Queen Street
Montreal

We are desirous of appointing agencies in all the Provinces of the Dominion. Write us for particulars.

The Yamaska Brand
J. A. & M. Cote
ST. HYACINTHE.
CANADA.

Include these three models in your Fall buying

It is only necessary to see the Yamaska samples for Fall to realize that the whole range is one of unusual merit.

That they are going to be big sellers there is no doubt. Yamaska workmanship, style and value will make them so. Wait for our representatives before placing.

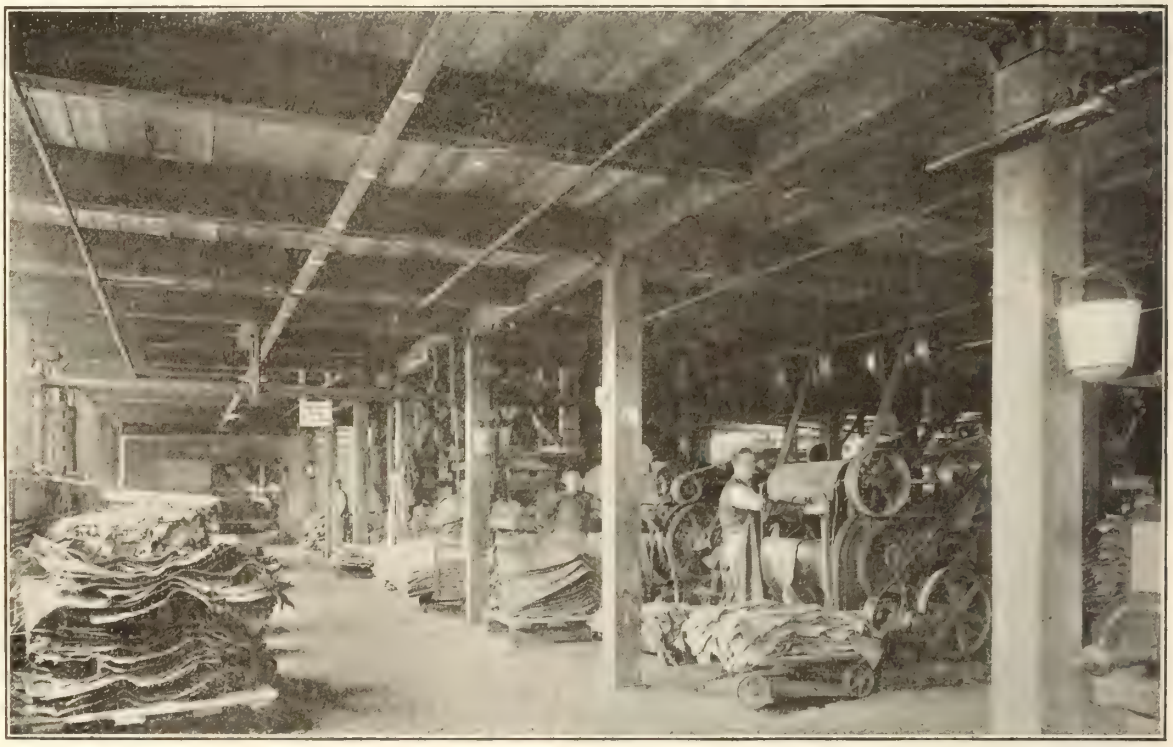
No. 072. Men's Welt, Bal, Pointed Toe Last. Made in mahogany velour side. Also Gunmetal Calf and Box Kip black, sizes 6-11.

No. 311. Women's and Growing Girls' McKay, Bal. Made in Gunmetal Calf, Dongola, Mahogany Velour side or patent vamp and dull top. Sizes 3-7.

No. 313. Women's and Growing Girls' McKay, Oxford. Made in Gunmetalf Calf, Dongola, Mahogany Velour side, and Patent. Sizes 3-7.

La Compagnie
J. A. & M. COTE
St. Hyacinthe - Quebec

The Proper Preparation of Welting Leather



The illustration shows a corner of our tannery and currying dept.

We would remind you that BARBOUR GROOVED ENDLESS WELTING is tanned and curried in our own factory exclusively for welting purposes.

Welting is our only product, and we devote the most painstaking care and attention to the perfection of these tannery operations that yield the tough, mellow substance of high-grade welting.

Canadian shoe manufacturers show an increasing interest in this super-fine product, and our rock-bottom prices combined with our acceptance of Canadian funds makes BARBOUR GROOVED ENDLESS WELTING a most attractive purchase on this market.

May we sample you?

BY INVITATION MEMBER OF

NEW YORK U.S.A.

Brockton Rand Company

BROCKTON, MASS.

U. S. A.

Don't forget the date of the Toronto Convention of the National Shoe Retailers of Canada, and the Shoe Travellers of Canada—July 13th and 14th.

"Canadian-made Counters for Canadian-made Shoes"

BEFORE being fashioned into counters, the fibre is put through the special D. & P. process. This ensures such a toughness that the counter will outlast the shoe—we guarantee it. Yet do not imagine D. & P. counters uncomfortable. On the contrary, they are pliant and yielding, quickly conforming to the shape of the wearer's foot. Why not let us send you samples?

We also maufacture solid leather, Union and leatherboard counters, leather and leather-board inner-soling. Our capacity of 75,000 pairs of counters per day means prompt delivery.

DUCLOS & PAYAN

Ed. R. Lewis, 45 Front St. East, Toronto; Ontario Selling Agent
Richard Freres, Quebec Selling Agents for Quebec City

Tannery and Factory: ST. HYACINTHE, P.Q.

Sales Office and Warehouses: 224 LEMOINE STREET, MONTREAL

A Style Service
for
Shoe Manufacturers

Distinctive lasts and patterns that tone up your line

—ones that stimulate sales and build up prestige.

If you will get in touch with us we will gladly send a representative to talk over the situation with you. He will suggest to you such styles as fit in your line.

Your increased sales from such a style service make it financially interesting to you.

Think it over.

United Last Co., Limited
MONTRE L., P.Q.

Going Strong
HAVANA BROWN VODE KID

We are receiving a steady flow of orders for VODE KID in HAVANA BROWN and the demand is growing stronger with every day.

In our HAVANA BROWN we are using some particularly fine quality skins which we bought to advantage some months ago and which have recently been landed.

Specify HAVANA BROWN VODE KID and you'll get leather which plainly shows shows its fineness in your shoes—

—also the selling power of VODE, so well known to the buying public.

THE STANDARD KID CO.
Boston, Mass.
Branches in New York, Philadelphia, Cincinnati, Chicago, St. Louis and Montreal.

Vode
KID
The Leather for Fine Shoes

Spring Samples for 1922 are now ready

We can truthfully say that our new spring lines of leather and white canvas shoes in both Turns and McKays are the finest ever produced by this firm. From every standpoint —style, materials, workmanship and price they merit your inspection.

Jobbers Only

Gagnon, Lachapelle & Hebert

55 Kent Street - - - Montreal

L. B. Holliday & Company, Limited

Huddersfield, England

ANILINE DYES

And Coal Tar Products

To The Leather Industry:

Can you guarantee your colored leathers?

Do you realize that such a statement would very likely influence an increase in your business?

Today men come to you, demanding an ironclad guarantee—Can you cope with their demands?

You can if you are properly equipped.

The equipment you use and the ability of your men are both very important factors.

Yet they are both dependent upon the dyes and colors you use.

Dyestuffs that are absolutely guaranteed will therefore help you to guarantee your product.

Then why not try L. B. Holliday & Company for your next order for Dyes, Colors, etc.?

The following is a list of our products which are of particular interest to the Leather Trade and which can be shipped from Canadian stocks.

CHROME LEATHER BLACK G
CHROME LEATHER TAN 2G.
CHROME LEATHER BROWN G.
BASIC TAN O.
BASIC DARK BROWN P.
MAGENTA POWDER.
METHYL VIOLET 2-B CONC.
FRENCH BLACK 2938.
CHRYSOIDINE R. CONC.
BISMARCK BROWN R. CONC.
FAST RED A.
NEW PHOSPHINE R.
AURAMINE O. CONC.
ORANGE 11.
PONCEAU G.
BRILLIANT BORDEAUX 2-B.
ACID PRUNE V.
NAPHTHOL BLUE BLACK 10-B.
NAPHTHYLAMINE BLACK H.
LIGHT ACID BROWN L.
DARK ACID BROWN L. R.
NIGROSINE W. S.

Product Samples, Patterns and All Particulars from

L. B. Holliday & Co., Limited

Canadian Office and Warehouse:

27 St. Sacrament Street, Montreal

Orders Supplied Direct from Canadian Stock. **New Products will be Added from Time to Time**

Cables, "Dyewares," Montreal. **Telephone Main 8105**

The Globe Pillow Welt

For fit, style, comfort and quality, there is nothing like our Globe Pillow Welt Shoe. It is made on a nature last, which gives to the foot all the room needed and still is of the very best style. The Pillow Insole insures a comfort enjoyed only in a shoe made under the Pillow Welt process. The best leather that money can buy, used under the best welting process known, makes the quality unequalled.

Our Baby Walk shoes are made on the same process, but the Out Sole is soft and flexible, such as required for a Baby's foot. The Quality and Style are of the Globe Pillow Welt Standard.

Globe Shoe
Limited
Factory TERREBONNE, QUE.

MONTREAL OFFICE
J. A. Bluteau, Representative
11a St. James Street
SELLING AGENTS
L. H. Packard & Co., Ltd.
Montreal

"EUREKA"

There is Big Demand for Brogues and We Can Give Quick Delivery

We particularly emphasize our No. 8339 calf brogue oxford on Last 55 in any color. Royal Purple, Mahogany, and Nut Brown are the popular shades. Our brogues have a full middle sole and are Goodyear stitched.

Strap, Cross-Strap and Tie Pumps on our new No. 100 Last with 12/8 or 13/8 Cuban heel are big sellers.

Write for samples and quotations of Growing Girls', Misses' and Children's lines.

If you demand shoes at a cheap price you can get them, but if you want quality buy EUREKA shoes.

Do not fail to write us and we will show you our samples in Montreal at any time.

Eureka Shoe Co., Limited
THREE RIVERS, QUE.

A Snappy In-Stock Model

The New Colored Calf
Ball Strap Oxford

Here is a shoe that is proving wonderfully popular wherever it has been shown. It is made on the most up-to-the-Minute lines, workmanship and materials throughout are exceptionally high-grade—and the price you can sell it for is within the means of every man.

It is an in-stock model. Prompt shipment is assured no matter whether your order be large or small.

This is the shoe to tone up your stock.

Daoust, Lalonde & Co., Limited

Montreal, Que.

The

"AMES HOLDEN"

Brand of

Rubber Footwear
Canvas Rubber-Soled Shoes
Felt Shoes and Slippers

IS NOW ON THE MARKET

Manufactured and sold by

Ames Holden McCready, Limited

Halifax, St. John, Quebec, St. Hyacinthe, Montreal, Ottawa, Toronto, Kitchener, London Winnipeg, Regina Saskatoon, Edmonton, Calgary, Vancouver.

Don't forget to attend the Convention in Toronto, on July 13th and 14th

LEATHERS

Glazed Kid
Side Leathers
Glove Leathers
Shoe Findings

Correspondence Solicited

PIERRE BLOUIN Limited
QUEBEC, 60 Colomb St. **MONTREAL, 256 Lemoine St.**

THE ROBSON LEATHER CO. LIMITED
HIGH GRADE SIDE LEATHER
OSHAWA CANADA

TANNERS AND CURRIERS

Tan Chrome Sides
Mahogany Chrome Sides
Royal Purple Chrome Sides
Elks, various colors
White Buck
Chrome Patent Sides
Dull Chrome Sides
Bright Boarded Sides
Retan Storm Leather
Chrome Tongue Splits

The Robson Leather Co. Limited
MONTREAL OSHAWA QUEBEC

Goodrich "Hi-Press" Rubber Footwear

Mark this—for genuine service, comfort value, there is not another line of Rubber Footwear manufactured that excells Goodrich "Hi-Press." That is the conclusion reached after hearing the reports of both dealers and wearers during the many seasons Goodrich "Hi-Press" have been on the market.

for

Farmers
Fishermen
Miners
Lumbermen

As a business proposition they prove unusually attractive. The margin of profit allowed is very liberal and yet they sell at a price that means a brisk turnover.

Almost every man who works or lives out of doors has need at some time or another for Gooderich "Hi-Press" — "the rubber footwear with the red line 'round the top."

We carry a full line in stock at all times. Let us send you samples and prices.

Croskery & Company, Ltd.

IMPORTERS AND DISTRIBUTORS FOR ONTARIO

220 King Street West - Toronto

TRENT VALLEY OAK

Royal Oak

Two Popular Sole Leathers

Trent Valley

ROYAL OAK SOLE LEATHER

There are no better leathers tanned than Royal Oak and Trent Valley Oak. They are exceptionally suited to high-grade novelty footwear. The demand is heavy and the price of hides is up. You can make no mistake in buying NOW.

Remember the N.S.R.A. Convention at Toronto July 13-14

The Breithaupt Leather Company, Limited

Manufacturers of

"The Standard of Canadian Sole Leather"

Sales Offices:

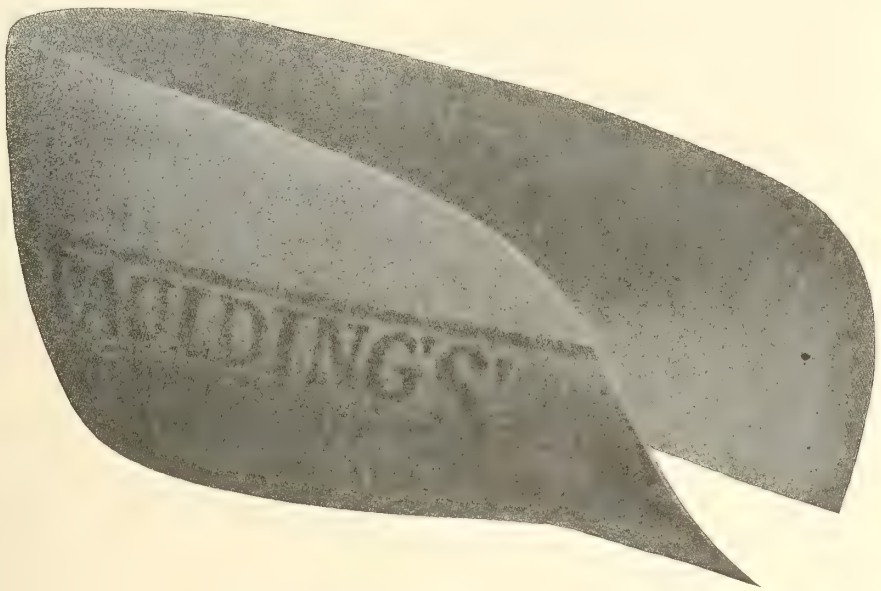
KITCHENER TORONTO VANCOUVER MONTREAL QUEBEC

Tanneries at:

PENETANG HASTINGS KITCHENER WOODSTOCK BURK'S FALLS

AIRD & SON
REG.
MONTREAL

SPAULDING'S
Fibre Counters
Guaranteed



SPAULDING FIBRE COUNTERS

Have those perfect-fitting qualities that develop the full beauty of the model and give full effect to the latest footwear styles.

J. SPAULDING & SONS CO., INC.

Main Office and Factory
NORTH ROCHESTER, N. H.

PHILADELPHIA
John G. Traver & Co.
141-143 No. 4th St.

CINCINNATI
The Taylor-Poole Co.
410-412 E. 8th St.

Boston Office
203-B ALBANY BUILDING

ST. LOUIS
The Taylor-Poole Co.
1602 Locust St.

CHICAGO
J. E. D. McMechan & Co.
217 W. Lake St.

SEVEN FACTORIES
Tonawanda, N. Y.
No. Rochester, N. H.
Rochester, N. H.
Milton, N. H.
Townsend Harbor, Mass.

English Agents: J. Whitehead & Co., Ltd., Leicester, England.

Canadian Agents
International Supply Co., Kitchener, Ontario, and Quebec City. V. Champigny, Montreal

SPAULDING'S
OAK TAN
FIBRE INNERSOLING

In the eyes of Man

-the sales power is still the best TEST of VALUE

The sale of Tetrault Shoes leads by far that of all other Canadian shoe manufacturers. The natural conclusion is Buy Tetrault Welts, which are the standard men's shoes in Canada.

If you buy quality, not discounts; selling features, not prices; you will naturally look to Tetrault for your supply of men's Welt Shoes.

To be imitated is the sincerest compliment.

Many factories are trying to make shoes like Tetrault, but they fail in working out those essential details, which characterize our shoes and make them the acknowledged standard of Men's Goodyear Welts in Canada.

The leading Jobbers throughout Canada carry an extensive range of our lines.

Attend the National Shoe Retailers' Convention at Toronto, July 13th and 14th.

The Tetrault Shoe Manufacturing Company

Limited

MONTREAL - CANADA

300 to 500% Clean Legitimate Profit To You

First come - First Served - Read This Carefully - Pay Your Fare By Coming Here At Convention Time.

EACH TOWN (ONLY) 2 to 5 Dealers will be sold
EACH CITY (ONLY) 5 to 20 Dealers will be sold

"TINTINE"

Population and Number of Dealers Considered. All Dealers Cannot Secure.

Controlled by
CANADIAN SHOES FINDINGS NOVELTY CO.
Toronto, Ontario Montreal, Quebec

WHAT IS TINTINE?

"TINTINE" has 98 distinct colors! Dyes PERFECTLY! Is GUARANTEED for satin slippers, silk hose, etc. Matches every gown for evening or afternoon wear. Any light shade made darker, shades in few minutes—white any color. ANY AMATEUR CAN DO THIS PROPERLY.

COST TO YOU SMALL—PROFIT EXTRA LARGE

One bottle does 4 to 5 pairs of shoes. Cost $1.00 bottle; obtains $1.00 to $2.00 per pair for dyeing. Profit $4.25 or $8.50 clear. Does away with carrying more than one color evening slippers. Carry white only, less stock required.

WHO STOCKS THIS WONDERFUL TINTINE?

Hudson Bay Co. Hubert Ashplant Brown's, Limited Morgan's, Montreal
Regal, Winnipeg Robinson's, Winnipeg
Royal Shoe Co. A. Levy, Toronto
Over 100 Live Concerns Throughout Canada Have Stocked for Past Years

OUR PROPOSITION TO YOU

We will pick out 48 best saleable colors out of 98 for your opening order. YOU WILL CONTROL YOUR DISTRICT. When you require certain color out of, we will forward same from our stock—doing away with you carrying poor colors.

Use your judgment, because first come, first served. With every order we furnish a Color Card containing 98 colors on satin that match all colors of gowns.

EVERY CITY AND TOWN MUST BE COVERED BY THE BEST SHOE RETAILERS THROUGHOUT CANADA AT ONCE—WRITE US DIRECT AT ONCE FOR ANY OTHER PARTICULARS

This is the Biggest, Genuine Profit Making Deal Ever Given to Shoe Men in a Real Legitimate Manner. *Order Immediately from Toronto. See Our Other Opportunities.*

CANADIAN SHOE FINDINGS NOVELTY CO. 2 Trinity Sq., Toronto
153 Peel St., Montreal

THE BOSTONIAN SHOE

On White Footwear

We are now right at the height of the season. To run out on any particular line will mean a real loss and the wise retailer will guard against any such happening.

The best way is to get in touch with us at once. Our facilities for giving a rush service were never better.

Our stocks are in first-class condition, ready to meet any demands made upon them and the prices are as always, attractive.

James Robinson Co., Limited

Specialists in Fine Footwear

MONTREAL

THE BOSTONIAN SHOE

The Bostonian Shoe

These are not days when the retailer is rushing blindly in to place his requirements. He has got to be "shown." And the shoes with a reputation established before those rollicking days of '19 (almost anything would sell at that time, remember?), are assuredly getting the first call.

The Bostonian Shoe, always a steady, consistent seller is one of them. It has always more than justified the confidence placed in it. Smart, sensible styles, the finest materials and workmanship and a wide range to choose from are the reasons.

We can supply you.

James Robinson Co., Limited

Specialists in Fine Footwear

MONTREAL

FRANK SLATER

Strider

REGISTERED

SHOE

ESTABLISHED 1903

Are You the Man?

ARE you making an effort to increase your business? Are you determined to keep down your inventory? Are you anxious to turn over your capital more often?

If you can say "YES" to these questions, and if there is no STRIDER SHOE agency in your town, you will be interested in our IN STOCK department.
We carry in stock over 30 lines of Men's and Women's Fine Welts in High Shoes and Oxfords.

"STRIDER SHOES" ARE THE MOST PROFITABLE WELTS YOU CAN SELL

SAMPLE PAIRS OF ANY LINE ON REQUEST

EAGLE SHOE CO. LIMITED

587 BEAUDRY STREET MONTREAL

Strider REGISTERED

By Every Standard of Comparison "STRIDER SHOES" are Better

Now Ready to Ship.

No. 6016. Men's Duchess Brown Calf, Ball Strap Oxford. On Last No. 60. A smart square French Toe. Carried in stock C width, sizes 5-10.

No. 6017. As above on Last 34, which is a semi-recede toe.

These are both big sellers.

No. 5014 Royal Purple Rena Oxford, Single sole, last 406, C & D width, sizes 2-7. Price, $5.65.

HOLTERSHOES FOR WOMEN

Smart Footwear for Women

"As you like it"

Have your shoes made the way you want them.

Make your own selection of leathers and style. For instance, here is one number from our Fall line.

Yes, our men are showing it on the road, but they cannot call on all of you—and we do want you to see it.

It's snappy in any one of the three ways in which you can buy it and in all of the leathers.

We would like to book your order NOW (for Fall delivery) for a range of sizes in any one or all of them.

Note especially the prices and remember that our line is noted for its very enviable reputation as a style and quality product.

Samples may be sent on request.

No. 312

Six eyelet lace oxford, welt, full wing tip, 93 last, 1 3-8 military heel.

In Gun Metal Calf,	$5.60
In Grade A Russia Calf, any shade,	5.85
In Grade B Russia Calf, any shade	5.60
In Patent Colt	5.85

On this same style with a straight tip or imitation wing tip figure 25c. less than above prices.

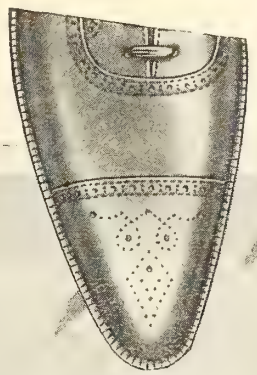
ORDER NOW FOR FALL

THE HOLTERS COMPANY

Cincinnati, Ohio

NEW YORK, 437 Marbridge Bldg **CHICAGO, 304 Lees Bldg**

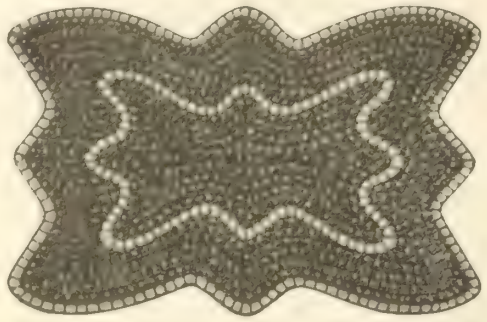
Russia or Gun Metal Calf with Wing Tip.



Straight Tip

Patent Colt with Imitation Wing Tip.

Style No. 16



Style No. 1300

Canadian Shoe Dealers!

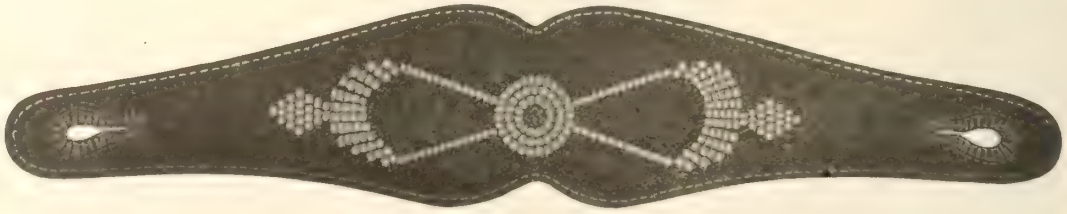
WE ARE STYLE ORIGINATORS AND MANUFACTURERS OF HIGH GRADE SHOE ORNAMENTS and can furnish straps in any leathers in any color, either beaded or unbeaded.

We are especially equipped to make quick delivery on straps and buckles for white shoes.

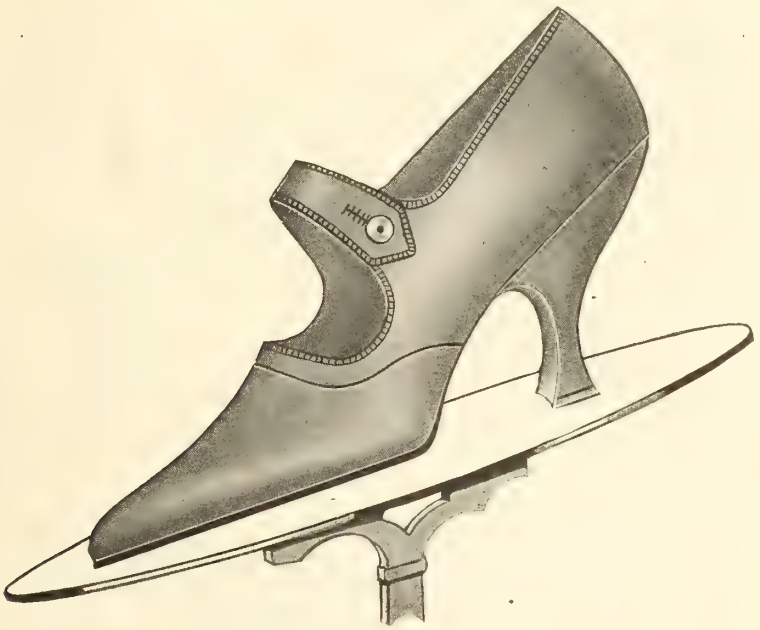
Samples and prices will be sent on request;

Parisian Beading Works

207 Manhattan Building
Philadelphia, Pa.



Style No. 4F.



Smart Styles for Summer Days

THE merchant who is able to display footwear with the charming daintiness and sterling quality that we are able to produce has a trade attraction that will make this summer season a profitable one for him. For the outdoor social affairs of lawn party, boating club, etc., Fashion is as strict in her style demands as for the functions of Winter, and it means successful business for you to meet these demands. Shoes with all the sought-for snappiness and distinctiveness are at your call in our line.

What about your stock of white shoes? Irresistable in their appeal are the models we are showing in Kid, Buck and White Canvas Shoes.

OWENS-ELMES MANUFACTURING CO.
12-14 Sheppard Street, Toronto, Ont.

OWENS-ELMES

Operating the first and only factory in Canada making strictly Hand Made Turns.

FLEET FOOT

The Favorite Sport Shoes

FLEET FOOT SHOES are easily the best known, best selling sport shoes on the continent. They maintain their popularity because their quality and workmanship have been steadily maintained.

That is why shoe dealers make no mistake in having liberal stocks of FLEET FOOT SHOES. These trade-winners mean brisk sales during the summer months and extra profits for the year.

FLEET FOOT advertisements are appearing in the leading papers, to help you sell more FLEET FOOT SHOES than you have ever sold before.

There are show cards to make windows more attractive; and a Dominion Rubber System Branch within easy shipping distance to keep you supplied with a full range of FLEET FOOT styles and sizes.

FLEET FOOT SHOES are Dominion Rubber System Products.

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION RUBBER SYSTEM
AND ASSOCIATED COMPANIES

Dominion Rubber System

Service Branches are located at:

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, Brantford, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

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Should the "Made-in-Canada" Idea Be Universally Applied

Should the "Made-in-Canada" idea govern the manufacturer's policy as well as the consumer's? This is a pertinent question that is being asked in some quarters, and one on which we would like to have the manufacturer's viewpoint. A leather man made some pointed remarks to us the other day in this connection. He told us that he had recently approached a well-known shoe manufacturer, who is featuring the "Made-in-Canada" slogan very strongly in advertising his goods, to solicit business from him, but the latter said he had no orders to place with him at the present time, as he was buying his leather across the line. Here is an instance where a manufacturer plays upon patriotic sentiment in order to market his goods, while in his own purchases he allows himself to be influenced by no emotion save his business instinct and buys his materials in the market which he considers most favorable. Seems a little inconsistent, does it not? Can a manufacturer fairly and honestly urge upon the consumer the patriotic necessity of purchasing goods made in Canada, while he himself seeks for "bargains" elsewhere? A course such as this seems to taint the whole "Made-in-Canada" campaign with a flavor of hypocricy, which will surely spoil it for the consumer's palate. All the talk about "supporting home industries" resolves itself into so much hot air, if the manufacturers themselves do not adhere to the principles they advocate.

The New Budget As It Affects The Shoe Retail Trade

The Finance Minister's Budget does not greatly affect the shoe retailer, except in that it settles the point that this is to be no tax on retail sales, and also that it stiffens the fence against the importation of U.S. goods a trifle. The sales' tax has been raised from the former rate of 1 and 2 per cent. to 1½ and 3 per cent on domestic transactions, while the sales tax on imports becomes 2½ and 4 per cent., or one per cent. higher than the domestic rates. The three per cent. tax which will be included in the cost of all shoes made in Canada when they reach the retailers' shelves will undoubtedly be preferred to anything in the nature of a business profits' tax, though it will certainly do its bit in maintaining the high cost of living. The removal of the business profits' tax will make little difference to most business men, so far as the present season is concerned, for business in general is unfortunately being run on such a basis that it escapes the operation of a tax of this kind. When conditions become more normal, however, its effect would be keenly felt, and the commercial world in general will be very much gratified at is removal.

With regard to importations, the Finance Minister evidently is aiming to restrict the influx of U.S. goods into Canada, and without a doubt he is succeeding in his object. The provision against "dumping" is made more secure against evasion. The Act formerly provided that the value should be "the fair market value when sold for home consumption, in the principal markets of the country whence, and at the same time when, the goods were exported directly to Canada." This is now strengthened by an amendment which states that "Such value in no case is to be lower than the wholesale price thereof at such time and place," and further provides that the value for duty shall not be less than the actual cost of production of similar goods at date of shipment direct to Canada, plus a reasonable profit thereon.

Another amendment relates to the valuation for customs purpose of foreign currencies. The present customs practice is to convert foreign depreciated currency into Canadian on the basis of existing exchange rates. It is now proposed that no reduction in excess of fifty per cent. of the standard or proclaimed value will be allowed, no matter what the exchange rate is. Where the rate of exchange is adverse to Canada, the value for duty will be computed at the rate of exchange existing at the date of the shipment of the goods. It is also provided that all goods imported capable of being marketed, stamped, branded or labelled without injury shall have indicated on them in

English or French, the country of origin.

That the customs duty, exchange, and sales tax, under existing conditions, will almost form a barrier against U.S. goods is apparent. Take, for example, a shoe made in the States priced at $10.00 wholesale. It works out this way: $10.00 plus exchange at 12 per cent. equals $11.20, plus 30 per cent. duty (on $11.20) equals $14.56, plus 4 per cent. sales tax (on $11.20) equals $15.01, plus 33 1/3 per cent. mark-up, equals $22.50. It will be difficult selling U. S. goods under these circumstances. To eliminate competition in this way may be justifiable until the exchange situation rights itself, and, of course, when that occurs, the barrier against importations will be automatically lowered, but it is to be hoped that international trade will soon be restored to a more normal and healthful condition. Reasonable protection without doubt is conducive to the growth of Canadian industry, and prohibition of "dumping" is essential, but without the stimulus of international competition, our industries will not make the progress they should, and we cannot maintain our self-respect as a manufacturing country. Pampering never yet developed a healthy and vigorous man, nor can it produce a healthy and vigorous nation.

The Salesman's Responsibilty

Perhaps there never was a time when the salesman was so important a factor in industry as he is today. This applies to the salesmen in every branch of industry, and every man worthy of the name of salesman must realize the responsibilities which rest upon him and do his bit—and it's a mighty big bit—in restoring normal and prosperous conditions in Canada.

The management of one of Canada's well known leather concerns recently distributed a statement among their selling stag in which they had some pointed things to say about salesmen and salesmanship. The statement says in part:

"For the marketing of goods the world again is looking to the salesmen. For years it seemed that his day had gone. The initiative was all from the buying side. Goods sold themselves and there was never enough of them to go around. The cavernous market swallowed them up at the highest prices and still remained far from sated. But a change has come. Goods are stagnating in warehouses and the salesman is called upon to minister to the congestion and set the channels of commercial distribution flowing. In language he will understand he is told that "it is up to him." He will not disappoint the public. If modern salesmanship could not cure trade of what ails it, then trading would surely be almost past mending. In this country there are no insuperable obstacles in the way of a great trade movement. Of practically everything that producers are offering there is a scarcity in the homes of consumers. There is a chance for salesmen to bring about transactions between consumers in this position of commercial need and solvency and producers whose operations have been brought to a standstill. Salesmanship is relied upon to supply the spark for igniting the dead fuel that will set the wheels of trade running again at their old velocity."

The Reduction of Merchandising Expense

The Domestic Distribution Department of the Chamber of Commerce of the U. S. recently distributed a questionnaire to its members referring to the reduction of merchandising expense. The questionnaire included six questions: (1) What are you doing to reduce your personnel cost? (2) What have you done to reduce your publicity costs to a normal basis? (3) Please state separately the approximate percentage of your reduction in service? (4) Please state saving, if any, accomplished by restricting credits? (5) Please state, approximately, the percentages by which other costs have been reduced? (6) To which of the above five items of cost (one or more than one) do you now give the most attention?

The Domestic Distribution Department has presented a very interesting summary of the replies received. Matters relating to "Personnel" exhibit the greatest changes. Wages show some falling off, a net average decrease of 4.52 per cent., but the savings in commissions and bonuses, 11.54 per cent., and in the number of employees, 12.43 per cent., are very marked. It is very significant that very many answers indicate that the employers are opposed to lowering wages except as a last resort.

There has been a net increase in only one of all questions, namely, in "publicity," wherein circularizing shows a net average increase of 5.48 per cent. Although advertising space shows a net decrease of 9.67 per cent., and by use of cheaper mediums, 2.53 per cent., there is a strong sentiment displayed in many answers favoring increased expenditure in publicity during periods of slow sales.

With reference to Question No. 3, comparatively few concerns had any service to report upon and the net average decreases are only .98 per cent. in deliveries and .27 in rest rooms.

"Credits" indicate very little change. There have been some reductions both in the volume, 6.13 per cent., and in the saving by shortening time, 1.23 per cent., but there are many replies which argue that, like advertising, credits should be extended rather than restricted as a basis of doing business. There general tendency is to drop all doubtful accounts and to speed up collections wherever possible.

"Other Costs," according to the replies, have been reduced principally by closer buying and quicker turnovers. They present an encouraging average, 7.12 per cent.

To the question, "To which of the above five items of cost (one or more than one) do you now give the most attention?" the trend of the replies is shown by the following percentages: Personnel, 58.4 per cent.; publicity, 7.1 per cent.; service, 3.0 per cent.; credits, 10 per cent.; other costs, 21.5 per cent.

Review Of The Canadian Shoe Industry In 1920

Records of United Shoe Machinery Show how Trade was Affected by Depression—Production 15 to 20 per cent. below Normal

During the early part of the year 1920, the Canadian shoe manufacturing industry was unusually busy, but business dropped off very sharply at about the end of June and continued to be very quiet until the end of the year, the result being that the production of the factories for the year is shown to be from 15 to 20 per cent. below what could be considered normal for Canada at the present time.

The depression was felt more kneely by some of the larger firms than by the smaller factories, and was more noticeable on fine goods than on medium grades. Some of the smaller factories on medium grades of work continued to be fairly busy right through the latter part of the year, and it is due to this fact the falling-off in the total production is noticeably less than might, perhaps, have been expected.

Sixteen Million Pairs in 1920

The output of the shoe factories in Canada for the calendar year 1920 is placed at just over 16,000,000 pairs. This compares with a production of slightly less than 15,000,000 pairs in 1910, which was the minimum production of the preceding decade, and a total of nearly 20,500,000 pairs for 1916, which was the highest output ever reached in Canada.

Twenty-two Plants Added to Factory List

The number of factories in operation during 1920 is set at 175, being an increase of 22 as compared with the previous year. This does not mean that 22 new factories have actually been established. Some new plants have been opened up, most of them comparatively small, but the increased number is partly accounted for by concerns whose output had been very limited and, during the year, was raised to the point which warranted placing them in the factory class. Certain concerns, also, have gone into the manufacture of classes of footwear which allow of their being placed on the list of factories, whereas their product, previously, had not been of the type which could strictly be considered as factory-made footwear.

The average daily production for the year was just over 64,000 pairs, and the average daily production per factory just over 365 pairs, which indicates that, taking into consideration the many large factories with output of, say, 1,000 pairs per day and over, there are a large number of smaller plants with very limited output to bring the average down to 365.

Distribution of Factories and Production

The distribution of factories as to districts is shown as follows: Montreal shoe district, 64; Quebec district, 34; Toronto district, 23; Kitchener district, 31; Lower provinces and outside districts, 13.

The percentage of production works out as follows:—

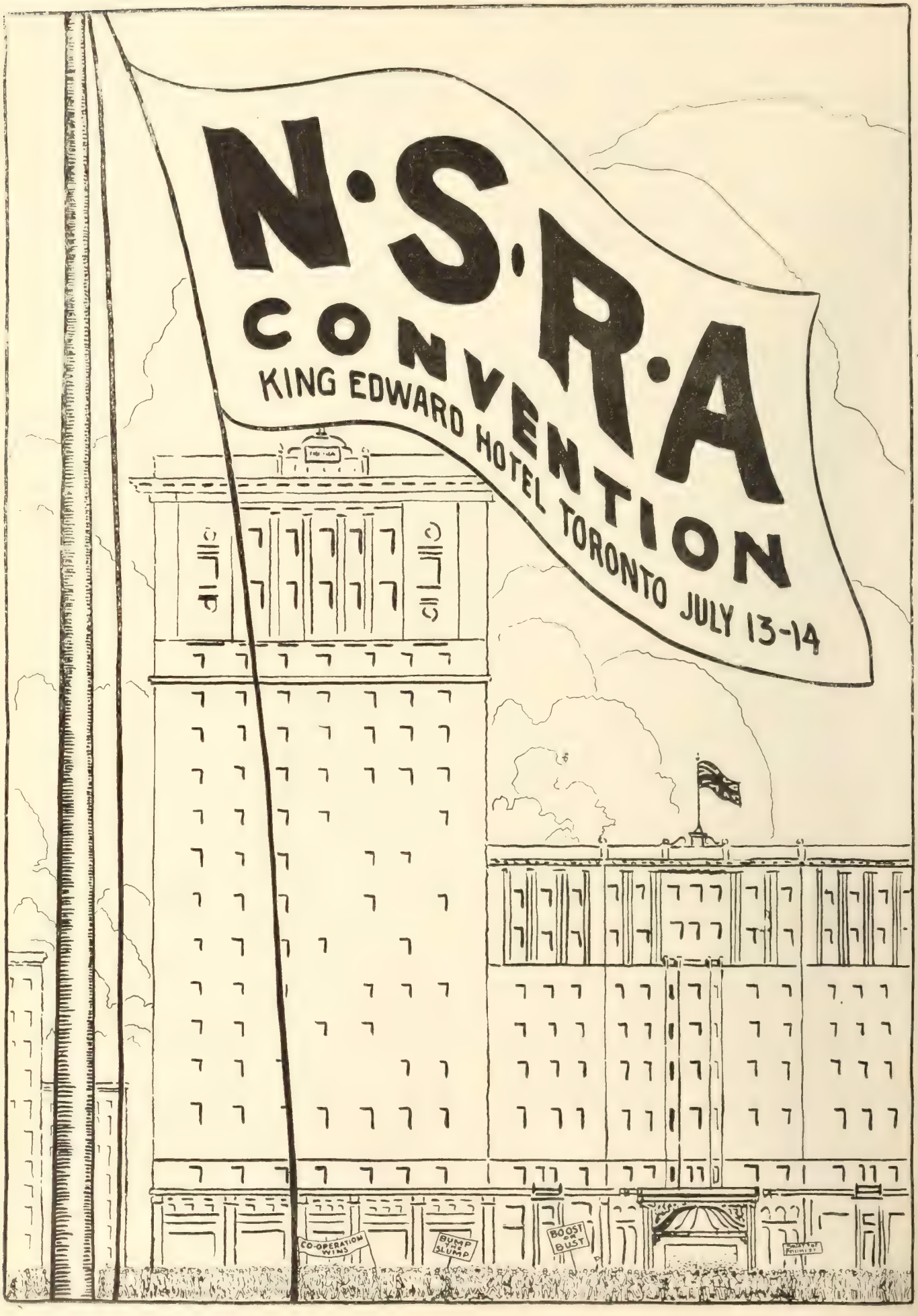
Montreal	43.76	per cent
Quebec	23.39	" "
Toronto	11.38	" "
Kitchener	18.53	" "
Lower provinces and outside districts ..	2.94	" "

Possibly, for general purposes, there is nothing to be gained by dividing the Ontario factories into the Kitchener and Toronto districts, and it will convey more to the mind of the average shoeman to consider the whole district as having 64 factories and producing 29.91 per cent. of the shoes made in Canada.

Industry Now Operating Two-thirds Capacity

During the present year, to date, there has been quite a noticeable improvement in the operations of the factories, and, it is estimated that at the present time they are operating at about two-thirds capacity, business being fairly good on nearly all the regular lines. There has been a good demand for novelty footwear, which, however, can hardly continue through the entire summer, and until recently very few orders were received for anything beyond immediate delivery, but at the present time orders are coming in to a fair extent for fall goods, indicating that there will be a reasonably keen demand for the coming season.

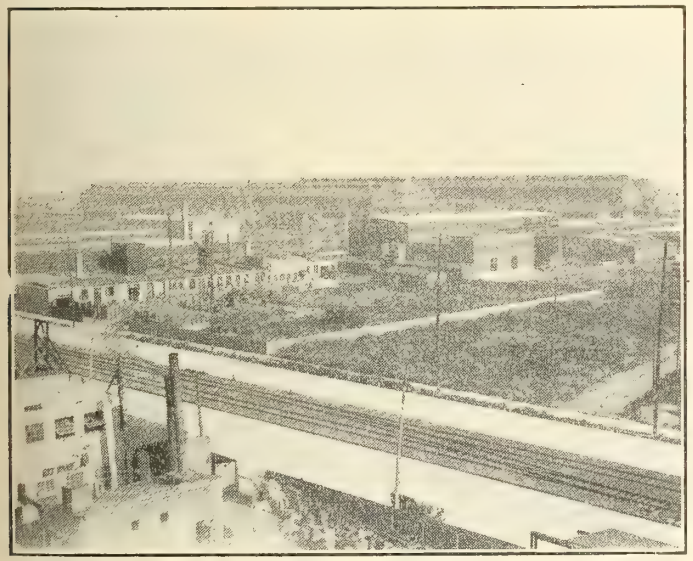
For the data embodied in the above article, we are indebted to Mr. F. W. Knowlton, of the United Shoe Machinery Co. of Canada.


N·S·R·A
CONVENTION
KING EDWARD HOTEL TORONTO JULY 13-14
CO-OPERATION WINS
BUMP or SLUMP
BOOST or BUST

Preparations For N.S.R.A. Convention July 13 and 14 Nearing Completion

PLANS for the coming Toronto convention of the National Shoe Retailers' Association are gradually taking their final shape. Joint meetings of the officers of the N.S.R.A. and the Ontario Branch of the Shoe & Leather Travellers' Association are being held every week, and all are working hard preparing for the final effort when they are going to go right over the top with this thing. The travellers, be it said, are backing the convention enthusiastically, and are co-operating with the retail men in a most effective way. Their efforts are not confined to merely boosting and moral support. They are going right ahead to take a real part in the proceedings. The entertainment features will be largely in the travellers' hands, and the retail trade well knows that they are the men to put anything of that kind across in the right style. The trip around the harbor works which they are planning will be a very pleasant and interesting event, and rather unique, we imagine, in the experience of most of the retailers. The proposal is that it be followed by a supper at the Harbor Commissioners' pavilion, after which automobiles are to be in waiting to take the party through the park. Such is the scheme outlined, and it is understood that arrangements can be made to carry it out.

Then there will be the two special luncheons, on Monday and Tuesday, and the big banquet on Tuesday night. Excellent speakers will make these occasions, themselves, worth a trip to Toronto, and there will be a right royal time with real entertainment.



A view of the Eastern Harbor Terminal District, Toronto

However—the Toronto gathering is going to be, first and foremost, and predominantly, a **business** proposition. The frills will be very largely cut off. Our good friend, N.S.R.A. Convention, will appear in his plain business suit, and will have to get through his job without the assistance of little Miss "Citadel Kid" or the famous "American Beauties" or any of the galaxy of twinkling stars and shining lights that surrounded him on a former occasion. He isn't going to be taken on a style parade, nor to a big dance, nor will he, officially, be allowed to regale himself at midnight cafes, though, perhaps he might sneak out, like Jiggs, when the work is over.

But work must come first. We are at a critical period in the history of the trade, and the executive of the N.S.R.A. feels that the men who gather in Toronto will be more in a mood for serious discussion than for light entertainment. There are matters of the greatest importance to be discussed, and conditions which require the attention, and the united action of the trade. What should be the policy of the retailers of Canada in the operation of their business on a falling market? How can the leaks be eliminated, which run away with profits? How can one get from under a heavy stock bought at high prices? What is the outlook in the leather industry, and how will it affect the retailer? What should be the policy of the shoe merchants of Canada in their relations with the public? How can the efficiency of the sales' force be increased? How will the taxation situation affect the shoe retail trade? How to buy? These are questions which every retailer is asking himself, and no single individual is likely to answer them all satisfactorily—they require the concentrated wisdom and experience of many men to be brought to bear on them, and, in some instances, they require the united action of the trade.

Can you, Mr. Shoe Merchant, afford to be absent while matters of such importance are being dealt with? Surely not! Come to Toronto and get the benefit of the combined experience of the livest men in the business, and contribute your own share to a very valuable pool of ideas, put your hand to the lever of united effort.

Attention!

In connection with the coming convention of the N.S.R.A. in Toronto, a billeting committee and a sample room committee have been appointed, for the convenience of the manufacturers and shoe merchants attending. Mr. Wm. Martin, of the Canadian Consolidated Rubber Co., Front St., Toronto, is chairman of the billeting committee, and Mr. Jas. Heffering, Lumsden Building, Toronto, is chairman of the sample room committee, and if all who may require personal or sample room accommodation will apply to the chairmen of either of these committees, they will be assured of much better results than by going direct to the management of the hotels.

Have you joined the N.S.R.A. yet?

The Shoemen attending the Convention will have the opportunity of visiting the Toronto Harbor Works, which are of outstanding interest and importance.

Convention Programme up to Date of Writing

Tuesday, July 12 (Preparation Day)—

10.00—Registration King Edward Hotel.
10.30—Conference of special committees to complete general plans and give reports.
2.30—N.S.R.A. officers and council meet for conference.

Wednesday, July 13—

9.00—Registration (continued).
10.00—Convention opens.
10.15—Address of Welcome—Mayor of Toronto. Response, N.S.R.A. President, N.S.R.A. Provincial Vice-Presidents.
10.30—Minutes of 1920 convention.
11.00—Appointment of committees.
11.30—Adjournment for luncheon.
12.30—Combined luncheon, N.S.R.A. and N.S. & L.T.A. (speaker of political prominence).
2.00—Upper leather and sole leather situation and its future outlook," Mr. Heaven; Mr. Marlatt.
2.30—"How to pay sales' people," Mr. Rowland Hill, Jr. (London).
3.00—"Successful merchandising on a falling market."
4.00—Boat trip around Toronto Harbor improvement works, followed by supper at Harbor Commissioners' Pavilion, and motor drive (as guests of the National Shoe & Leather Travellers' Association).

Thursday, July 14—

9.30—Announcements.
10.00—"Getting from under a heavy stock bought at high prices."
10.30—"Handling customers successfully."
11.00—"Shoe retailing," G. K. Chisholm (Cleveland, Ohio).
11.30—Question Box, under direction of prominent retailer.
12.30—Luncheon. Speaker, Mr. Roy E. Weaver, Manager, Shoe Manufacturers' Association.
2.30—"The human element in selling shoes," Mr. Wm. Pidgeon, Jr. (Rochester, N.Y.).
3.00—"Is it profitable to stock hosiery?" C. R. Teetzel (Ottawa).
3.30—Report of Resolutions, Auditors and Nomination Committees. Election of officers and installation for 1921. Unfinished business.
5.00 Adjournment.
7.00 Third annual banquet.

Combining Good Fellowship with Effective Work

A pleasant feature of the joint weekly committee meetings of officers of the N.S.R.A. and the National Shoe & Leather Travellers' Association in Toronto has been the entertainment provided by the various members. The committee have been the guests of Warren T. Fegan, at the Old Colony Club; of J. W. Jupp, at his home; of Jas. T. Heffering, at the Ontario Club, and on the occasion of the last meeting they motored to the home of Mr. Dave Hardie, on the Credit River, thus combining a very pleasant trip and an enjoyable supper with an evening of effective work. The next meeting is to be held at the new home of Mr. Howard Blachford.

Gales Store, Montreal, Set on Fire by Burglars

Just as we go to press, word is received by wire that the store of Geo. G. Gales & Co., Montreal, has suffered serious damage by fire as a result of the activities of burglars. The burglars, having forced an entrance to the store, attempted to blow open the safe with nitro-glycerine, and in doing so started a blaze which made considerable headway before it was discovered. Extent of damage not estimated at date of writing.

Business Chances

Mr. Merchant: Do you want to come in on a proposition that will net big returns on a small investment of time and money? If so, apply N.S.R.A., King Edward Hotel, Toronto, July 13-14.

How to Clean Your Shelves of Undesirable Stock

The Case for the Semi-annual Sale Presented by a Shoeman of wide experience

FIRST, what is undesirable stock? A merchant cannot even get the protection of fire insurance, not to mention what the income tax will do to him, without taking an inventory at least once a year.

It is extremely important to go over your stock carefully at the end of each season and weed out all shoes you cannot or do not care to size up on, such as slow sellers, freak styles, and odd color combinations which are quickly passe and should be disposed of after the first flush of the fad is over. And most emphatically and more especially weed out what in my town we call birthday shoes—shoes that have had a year's visit on the shelves. Some dealers have a method of marking a blind date on every pair upon arrival.

Make Values Self-evident

Knowledge of your own clientele will show you how best to place all these undesirable "mill-stones" in price groups. Do not be afraid to shear away all of your probable profit from them. Fix the price so that the most unbelieving and ignorant buyer will see the real value at a glance. It is like cutting away the festered part of a sore. The cash in your drawer is better a thousand times than the mirage of an imaginable profit in the distant future.

Take the public into your confidence—tell the people plainly what you are doing. Make the methods and values of your sale so attractive that your public will look forward to your next sale with great anticipation. You must back up your advertising to the letter. Do not even intimate anything that you are not ready to carry out to the smallest detail. The day of hurrah, bragadosia, falsehood in advertising is over. In some states there are even laws against false statements in advertising.

If you have a newspaper with a sure enough circulation, use big space for your initial 'ad.' and follow it up every day with a smaller amount of space. Have a definite date for your sales to begin and end. Have the descriptions as accurate as you know how to make them, and state the price of each group with the description. Use cuts—plenty of them.

Find Out Newspaper Circulation

Don't presume that the newspaper covers your territory. Go to the publisher and get him to tell you in exact figures what the actual circulation is in the city and country from which you draw your trade. You should know the amount of the population. I know of one city with a population of 15,000 where the daily newspaper has a circulation of only 500. In such a case it is far better to use small space in the newspaper, and issue carefully worded and well thought out circulars.

Use a big circular—it won't hurt the dignity of your store. Be fair to your printer. Contract far enough ahead of your sale to give him sufficient time to set up your matter properly. Go over the printer's proof until you have thoroughly satisfied yourself that every word and price is right.

Your job isn't half done when you have a lot of good matter printed. Don't employ the cheapest help you can get to distribute your best advertising efforts. If necessary go out yourself, or have the best man you can get who knows the territory, see that at every house one circular is put in the door, not thrown at the gate or in the street in front of the house. This is more important if you want results than the circular itself. It usually costs more for the distribution than the entire cost of the printed matter.

Follow-Up Advertising

The "Follow-Up" is as big a factor in your sale as it is with the mammoth catalog houses. But you can beat them at their own game, because your advertising, and especially your Follow-Up, has the personal appeal. Your public know you by sight while their Follow-Up, coming from a distance, seems machine-like.

Another good result-getter is a store newspaper with some local news that forces the reader to take the paper to his fireside, and have his whole family read every word of it.

Get Your Store to Look Different

You must back up your advertising with a store arrangement different from what your customers and salespeople are accustomed to. A new arrangement always freshens the merchandise for the buyer and the seller. They both seem to get a new point of view. Trade psychologists and efficiency experts tell us that long counters are best because the natural tendency is for people to come in at your front door, walk around a short counter and go out again, while a long counter leads them on and on and sustains their interest.

To those of you who employ no card-writer I would say: "Don't try making your price cards with a pot of lamp black and the kind of a marking brush used on sacks of oats." If you cannot make neat figures have a sign painter do it, or keep a rubber stamping outfit handy.

Every pair of shoes should be laced or buttoned up and fastened together. Place a string tag on every pair with the price in plain figures thereon. Nothing creates confidence in the public more than plain prices.

Don't "Pester" Customer

I have found best results by allowing "store guests" to look over the shoes on sale and make their own selections. The salespeople may assist by suggesting that they inspect some lot that the customer has overlooked, but no urging by the salesman should be allowed. Your values should speak for themselves.

Let each customer take his own time. When you yourself go into another store you don't want a salesperson always hanging at your elbow. You feel as if they want to hurry and get through with you. It is the absence of this feeling that is partly the reason

for the great success of the 5 and 10 cent stores.

P. M's. Versus Special Sales

You may offer P. M's. ad infinitum to your salespeople, and the result will nearly always be dissatisfied customers. On account of the salesman's anxiety to make a P. M. for himself he is not nearly as careful to give the customer what he or she ought to buy.

To simply sell a customer is one thing. To sell him so that he is heartily glad he bought, and has confidence in you and your store, is a bigger thing.

Every one of you has in mind an ideal condition of a shoe stock where every pair is clean-cut and salable. Here is a method of getting nearer that ideal —dispose of undesirable stock at semi-annual sales.

Well-known Shoeman Joins Ranks of Benedicts

A wide circle of friends and acquaintances in the shoe industry will be anxious to offer, with us, their hearty congratulations to Mr. Alfred Marois, B.S.A., I.C., vice-president of A. E. Marois, Limited, who has recently been married. The wedding took place on the morning of Monday, May 23, at the Sacre-Coeur de Marie Church, in Quebec City, the bride being Miss

Mr. Alfred Marois, B.S.A., I.C.

Edith Lavoie, daughter of the late Mr. J. P. Lavoie and Mrs. Lavoie, also of Quebec City. Mr. and Mrs. Marois made their honeymoon trip to New York and Atlantic City.

A New Device of Interest to the Shoeman

A NEW device which has won for itself widespread popularity in the States and is now being introduced in Canada is the "Buck-El-On." This is a patented device, the main purpose of which, as its name suggest, is to attach a buckle to a plain pump. It also serves, however, to protect the instep, forming a buffer between the wearer's instep and the throat of the pump, and takes up slack that may show in the sides of the pump, thereby helping to secure a trim fit and prevent discomfort and slipping.

The outstanding feature about Buck-El-On is its simplicity. It is made of leather in all the popular colors and kinds. In form it might be described as resembling the thumb of a very large glove pressed flat. To the upper part the buckle is firmly and permanently attached, and when it is desired to use it with a pump, the wearer simply inserts the instep protector under the throat as she is putting on the shoe. This holds the buckle firmly in place, and at the same time adds to the comfort of the wearer. If the shoe does not fit closely at the sides, the slackness may be taken up by the insertion of a small wad of cotton or tissue paper in the pocket of the Buck-El-On.

One of the strongest selling points of Buck-El-On, which the retailer can urge upon a customer, is that milady may have a variety of buckles to wear with a single pair of pumps, or she may dispense with the buckles on occasion and wear spats without displaying a marred and punctured vamp.

From the retailer's standpoint a big advantage is that while Buck-El-On is, in itself, an instep protector, it is not complete without the shoe ornament attached, and thus it should help to increase the sale of shoe ornaments very materially.

A very interesting feature that has been developed in connection with this device is the Buck-El-On colonial tongue, by which any plain pump can be converted into the much-talked-of colonial effect. The tongue is held in place on the shoe by means of the Buck-El-On, in just the same way as buckles or other ornaments.

The very rapid growth in popularity of the Buck-El-On may be judged from the fact that the publicity campaign in connection with it was first started in January, 1920, and it is now claimed to have a distribution of around half a million in the States. The manufacturers are William Reynolds, Jr., Incorporated, who are well-known to the trade in connection with their shoe ornaments and novelties. It is interesting to note that the same concern has produced a Butt-N-On strap, by which a pump can be converted into one of the new strap effects.

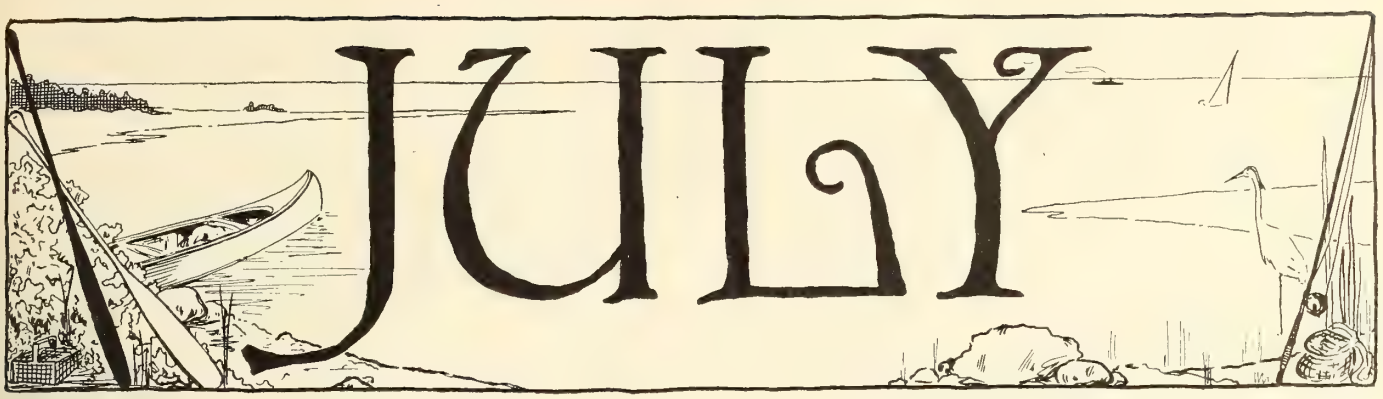
New Leather Warehouse in Quebec City

THE Breithaupt Leather Co. and Lucien Borne have jointly purchased the factory formerly occupied by Elie Jobin at Quebec City, where the Breithaupt Company will carry a complete line of their various tannages of sole leather and Mr. Borne will install a full stock of his firm's popular Centaur Kid. Extensive changes are now being made to the building to adapt it for use as a leather warehouse.

This move on the part of these two well known concerns illustrates very effective co-operation and indicates the confidence they have in the future of the shoe industry in Quebec City and district.

Gutta Percha & Rubber Open New Branch

Gutta Percha & Rubber, Limited, manufacturers of "Gutta Percha" Tires, Maltese Cross Rubbers, Outing Brand Shoes and Mechanical Rubber Goods have recently opened a branch in London at 119 King St., opposite Market Square. Mr. A. E. Jolly is in charge of the branch and Mr. Elwood Sharpe, who has been Toronto representative for some years for their Footwear lines is in charge of the Shoe Department.



Shoeman's Merchandising Calendar

Pointers for the Month of July. Effective Window Trims and Live Merchandising Methods will Make this Month a Harvest for the Shoe Merchant

July is the midsummer month. Live shoe merchants will be busy cleaning house and making any final corrections that may be necessary in their orders for Fall goods. The business done then will have a marked effect upon the balance at the end of the year.

July 1

If the patriotic type of display is warranted on any day in the year, it is warranted on Dominion Day. The merchants of Canada can do much to foster the Canadian national spirit through their windows, and it is their duty to do so. Get flags into your windows—Canadian flags, and if you can secure it, a picture of the "Fathers of Confederation." An effective idea would be to get three flags and drape them in the shape of a maple leaf, and underneath place the well-known picture. Get an illuminated reproduction of "O! Canada," put it in a handsome frame, and set it well to the front.

July 12

July 12, the anniversary of the Battle of the Boyne, is an important day in some communities, in which case it will be well to use the orange and blue in the window trim.

July 15

July 15 is St. Swithin's Day, which may be worth noting. The recognized color for the trim on this day is gold.

During July, the window dresser should be careful to secure cool, pleasing effects in his trims, free from glare and restful to the eyes. Dead whites and light greens will be particularly suitable in draperies, and there should be an abundance of flowers and greenery. White scrim is a material not often used, but one which is not expensive, and would be quite effective as a drapery, particularly with shoes in a patent and white combination. Pieces of white patterned paper, such as are used for table centres and the like on banquet tables, might also be used to advantage. Other items that can be introduced in the window with good effect are parasols, bowls of fruit, flower vases, gold fish, etc. If it can be arranged, a small fountain would form a novel and very pleasing feature in a display. A very striking and attractive effect might also be obtained by the use of black plush in a display of white shoes—style shoes rather than sport shoes. The white goods set on the black plush would stand out strongly and show to excellent advantage.

July is the shoe merchant's opportunity to clean up on summer goods. There are possibilities of sales of white footwear right through the month if they are vigorously pushed. Make your window do the work for you. Feature the white goods, and feature them strongly. Put real pep and distinctiveness into your displays, and appeal to the particular people. For instance, pick out a nice white pump with baby Louis heel, and feature it as **the** thing for informal summer dances. There is a great deal of dancing done during the summer at holiday resorts, at road-houses and on the lakes, and on board pleasure boats, and there are very many ladies, young and old, who willing pay a few extra dollars in order to be sure of having the correct thing for every occasion. Again, pick out a white strap shoe with low heel, and feature it as the thing for boating and canoeing, or something else, as particularly suitable for the board-walk or the promenade.

About the middle of the month, the merchant must begin to think of cleaning house. Now is the time for the semi-annual clearance sale, if it is your custom to run one. In any case clear up the odds and ends, and mark them at prices that will convert them into cash.

Towards the end of the month, it is also time to put forth a big effort to move the remaining white goods, and turn broken lines into cash. The season is nearing an end, and not many more summer shoes will be bought except with bargain inducement.

The Art of Printed Salesmanship

Principles of Effective Layout Exemplified in Rearrangement of Typical Advertisement — And a Word About Copy-writing

A READER of "Footwear," who is interested in advertising—and doing it right, has written to us asking for some suggestions and criticisms. Accordingly, we handed one of his ads. to our Art Department, with the request that one of the staff should make a new lay-out of the ad. along the lines he considered most attractive and artistically correct. The result is shown herewith, the original advertisement being reproduced along with the suggested rearrangement.

It will be interesting at the same time to mention some of the principles of artistic lay-out and to point out how they have been applied in this case.

The Illustration

In the first place, it will be noticed that our artist in his suggested arrangement indicates the cut of a shoe as a very prominent feature in the advertisement, and it may be said that the introduction of an illustration—a good one—always adds interest, and in a great many instances it may be considered quite indispensable. Some of the very best advertising depends almost entirely upon illustration for its effect, the reason, obviously enough, being that a pictorial representation carries a message to the mind more quickly and with less effort than reading matter. A good illustration is the best attention-getter; the eye takes it in at a glance, and if its message appeals, the reader will probably peruse the entire advertisement.

White Space

Next, it will be noticed in the suggested lay-out that a certain amount of white spade has been left around the reading matter, and the improvement thus effected is marked. Here is a most important point, and one which is very frequently overlooked. The use of white space is of as much consequence as the selection of the type in producing an effective advertisement. Many firms seem to think that the more they can crowd into an ad. the more economical is the result, but in this they are entirely mistaken. It is not how much they can squeeze in, but how much they can get read that counts, and the proper use of white space makes an ad. stand out from the rest of the page and causes the reader to take notice of it.

The Heading

Another point in which the rearrangement is strikingly different from the original is in the prominence given the heading, and also in the use of stronger subheads, with a greater variety of type. Contrast is one of the secrets of attracting attention. There should be sufficient variety and contrast in the type to catch the unconscious eye. If the type is too even in face and distribution, the advertisement will assume almost a solid grey appearance at a short distance. For strength, the headings should stand out well-defined from the reading matter, so they will be taken in at a glance, when the eye is directed to the ad. It is, of course, possible to go to the extreme in this direction, and use headings so strong that they will give the advertisement a disjointed and inartistic appearance, and entirely subordinate the body matter.

Painting the Picture

The shoe merchant or clerk who undertakes the lay-out of advertisements will probably produce more attractive and artistic results if he considers the ad. as a picture which he has to paint in grey, black and white—the grey being the reading or body matter, the black the headings, and the white the blank space. He has to work these together in such a way as to obtain a pleasing and striking effect, and it is only by cleverly contrasting them that he can successfully do so.

It may also be pointed out that a heading in lower case type is more readable than in upper case, and for this reason is more desirable in the average advertisement. The latter may, however, be used where the object is to produce a dignified and conservative effect. Just here we might make a criticism of the work of our own artist, in that he has made use of the amperzand (the & sign) in the heading. His reason for doing so is quite obvious, in that it worked in better than the word "and" would have. It must be said, however, that the use of this sign is inclined to detract a little from the dignity of the advertisement, and is, perhaps, not altogether in good taste.

In making the new lay-out, the artist has not, we think, introduced any feature which should tax the resources of the average shoe merchant or the average small-town newspaper.. As a finishing touch to the advertisement, it might be suggested that a cut should be made of the firm's signature from an artistic script (which of course would have to be made or, at least, finished off, by an artist) and that this cut should be used in every ad. run. This would add to the appearance of the ad. and would give it a distinctiveness not otherwise obtainable.

"Short and Snappy"

It may appear to the reader that in the re-arranged lay-out there would not be sufficient space to get in all the reading matter in type large enough to be easily legible. The remedy is either to take larger space or boil down the copy. "Short and snappy" is a good motto for the ad. writer. The advertisement in question might have been shortened up a bit without any loss in clearness or force. Here is a slightly abbreviated version: "Boys and girls will be glad to know that we have a big stock of running shoes ready, so

Wanted.

Five hundred live shoe merchants to attend N.S.R.A. convention, King Edward, Toronto, July 13-14.

BOYS and GIRLS

will be glad to know that we have a big stock of

RUNNING SHOES

ready for them, so that they can purchase them ready for the next spell of warm weather. Mothers, too, are always glad when the family can put on the Runners, for they are so light and noiseless after the heavier winter shoes, and less expensive to buy. We are safe in saying there are no better goods made than the celebrated

"FLEET FOOT"

brand, in high and low styles, black, brown and white, for sports of all kinds and every other occasion, in a variety of heels and toes. A shoe for every foot and a price to suit every purse.

SPECIAL NOTICE.

This store, in conjunction with other leading business places in town, will be closed at 1 p.m. on Wednesdays during the months of May, June, July, August and September.

SHARMAN'S SHOE STORE

W. Reg. Sharman

Rearrangement of ad. illustrates how artistic layout and type selection more readily attract the unconscious eye.

they can purchase them for the next spell of warm weather. Mothers, too, are glad when the family can put on the runners—they are so light and noiseless after the heavier winter shoes, and cheaper. And there are none better than the celebrated 'Fleet Foot.' For all sports, and every seasonable occasion. High and low cut, in black, brown and white, with a variety of heels and toes. A shoe for every foot and a price to suit every purse."

Too much prominence appears to have been given the notice regarding early closing. This tends somewhat to divide the attention and leave a confused impression, as to what was really the important point in the advertisement. It would have been better to have run it in small type, following the signature, as is shown in the rearrangement.

Copy-writing is in itself an art, and needs cultivation. Here are a list of questions, set forth by an experienced ad. man, which every young copy-writer, and perhaps older ones, too, would do well to ask himself.

Some Things to Consider in Writing An Advertisement

Will it be understood by the average reader?
Does your caption "say something?"
Have you put the punch in?
Is the first sentence worth reading?
Are punctuation and spelling correct?
Is the construction of sentences smooth?
Is the ad. likely to start a controversy?
Is it contrary to the policy of the house?
Is there too much copy for the size of type desired?
Are there superfluous words?
Is the language too flowery?
Does the ad. "look good" to you?
Would you read it in a newspaper if you hadn't written it?
Has it too much novelty?
Does it knock?
Is it painfully funny?
Is it grammatical?
Is it true?
Is it too broad?
Is it reasonable?
Is it far-fetched?
Is the illustration dignified?
Does it tell a story, per se?
Does it fit the copy?
Is it pleasing?
Do you think it will interest the man who is to buy the goods?
Deep down in your own heart do you think it is a good ad?

The Hide and Leather Markets

The hide market now shows some signs of stiffening. Calfskins have sold as high as 20 and 21 cents in Canada within the last few weeks. This shows a gain of a couple of cents as compared with a month previous, while last December they were quoted in Chicago at 12 to 14 cents, with very few sales being made. Packers' hides have been selling in this country from 9c to 12c. Early in the week of May 23 a lot of business was transacted in Chicago, heavy native steers selling at 12c for Januarys, 11c for Februarys, 12½c for Aprils and 13c cents for Mays. Heavy native cows sold at 10 cents for January to March take-off, and 11 cents for later take-offs. Light native cows sold for Aprils at 12 cents, with 13 cents asked for Mays. The hides that are selling highest are those required for sole leather. The firmest thing in the market to-day is branded packer hides, with light skins of calf and kid showing similar strong tendencies.

All around the hide market shows an advance of 20 or more per cent.

The leather market has not shown any radical change in the past month. Prices are still running about the same, except in the case of finished calfskins, which have shown an upward tendency. Tanners report that trade is showing signs of improvement and that the general trend is toward greater firmness.

Show Card Writing—Talk No. 5

This is the fifth of Footwear's Series of illustrated talks on modern show card writing. The author of these talks has had wide experience in show card work and we know our readers will take keen interest in the talks as they appear. Inquiries to our card-writing department will be welcomed and questions pertaining to show card work will be promptly answered. We suggest that these talks be preserved and filed together for future reference.

AFTER a practical knowledge of the simple strokes and alphabets which we have been seeking to learn we are now ready to get down to business. No matter how well a cardwriter can do the lettering, unless the lay-out is attractive the card becomes a failure. Many good letterers have been failures as show cardwriters by not paying sufficient attention to this point. Proper spacing of letters and good lay-outs can only be acquired by artistic ability and good judgment.

Figure No. 2 illustrates poor judgment in lay-out. This card would have looked much better if "Newest Styles" were placed as far again from the top margin line with the first letters of the words almost above one another. The little word "at" should be in the middle of the line and much nearer the words "Moderate Prices." "Moderate Prices" should be further from the side margins with the words nearer each other. "We can fit you" is the most unimportant phrase and consequently should be smaller but raised more above the lower line.

While no hard and fast rule governs all instances it is wise to keep all lettering in a straight line across the card. Letters placed in straight lines not only are read more easily but give to the card a "balance" difficult to obtain when curved lines are used.

Fig. 1. Illustrating the Method of laying out a Show Card

The average cardwriter is given the wording for his card written all about the same size. Like the typesetter of the newspaper his work is to arrange the words so that the message will have an attractive appearance and one that will catch the eye.

The first thing necessary is to divide the wording into its natural groups, selecting the words which need emphasis. Often lettering of three different sizes is necessary to get the desired effect. It is difficult to determine the number of words to a line with proper height and width, but experience and practice will d wonders along this line.

Proper margins do much to give the card a correctly balanced appearance. As a rule the widest

Fig. 2 Illustrating poor judgment in layout

margin comes at the bottom of the card, while the side margins and the top are usually about the same width.

The most satisfactory way to lay-out the card is with a hard pencil. First make the guide lines and then mark in the letters as in Figure 1. This work is done as lightly as possible as all lines which show must be erased when the card is complete. Art gum is indispensible for this use.

Avoid using letters that are too large for a card. The effect of too large lettering is always disastrous. Experienced cardwriters use a card that is neatly lettered and well spaced. Cards of this type are always attractive and easily read. The sale of goods is increased by their use.

Have you joined the N.S.R.A. yet?

United Last Co. Opens Toronto Branch

The United Last Company, Limited, Montreal, have opened a branch office at Room 212, Empire Building, 64 Wellington Street West, Toronto. Mr. M. L. Sturgis is in charge. The company announce an additional trade discount on all orders, with the usual cash discount of 10 per cent. In addition to the above, the company are making special discounts of 2½ per cent. and 5 per cent. on quantity orders, according to quantities ordered.

Rush Orders Keep Montreal Firms Busy

Shoe manufacturers in the Montreal district are still busy on rush orders. A small amount of placing has been done. The retailers are buying cautiously, and the fact that the orders are, as a rule, small and are wanted in a hurry is evidence that the retailers are not inclined to take chances. Staple goods are slow of sale, the great demand being for novelties, particularly in women's shoes. Those with strap effects are the best sellers.

To Manufacture Shoe Shanks

The H. W. Steel Shank Company has been organized and is planning to locate at Preston, Ont. The heads of the enterprise are Messrs. S. H. Parker and W. H. Steel, who are well-known to the trade through their connection with the Solid Leather Shoe Co. The company had started a factory in Montreal some eighteen months ago for the purpose of manufacturing shanks for shoes, special machines being ordered from the United States. Delay in the delivery of these machines prevented the production of the shanks, but in the meantime the firm had secured certain equipment in Canada, and proceeded with the manufacture of heel plates, of which they produced about half a million in the past twelve months. Now all the machinery ordered has come to hand, and the company is setting about the organization of a factory in Preston. They feel certain of an active demand for Canadian-made shoe shanks, the requirements in this country being twelve to thirteen million shanks a year.

An Apology

In an item in our May issue, under the heading, "Finds Business Good in Auto City," an erroneous reference was made to Mr. Chas. E. Fice as being the representative of the Lady Belle Shoe Co. As the trade is well aware, Mr. Fice represents, not the Lady Belle Shoe Co., but J. & T. Bell, Limited, of Montreal. Our apologies for the mistake.

New Recruit for A.A. Cote Sales' Staff

A. A. Cote & Son, of St. Hyacinthe, Que., manufacturers of solid leather footwear, have secured the services of Geo. W. Perkins (formerly with Ames-Holden-McCready, Ltd.) to represent them in eastern Ontario, and western and northern Quebec. Mr. Perkins has a good connection in the trade, and with the Cote reputation behind him should be assured of a fair share of business from those who require sturdy, hard-wearing shoes.

Have you joined the N.S.R.A. yet?

Less Work—More Pay

The employees in the printing trades in Toronto struck June 1st, as predicted in last issue.

They were offered $36 for a 48-hour week—a little more than they received last year when the cost of living was at the peak. This was refused.

They asked $44 for a 44-hour week, an increase of 36 per cent.

The publishers and master printers believed it to be their duty to protect the buyer of advertising and printing. The strike of union printers is the result.

Think of it—less work and a lot more pay at a time when it is most essential to increase production and get back to normal.

Unreasonable wage demands and shop rules which place employers at the mercy of the unions must be checked.

This issue is late. Others may be late or be suspended entirely, but we do not propose to yield until a fair settlement has been forced.

The battle, dear reader, is yours as well as ours. Be considerate.

Ontario Shoe Repairers, Attention!

You Can't Afford to be Absent fron the Provincial Convention in Toronto, July 27 and 28

"It's a business proposition—it means dollars and cents to all of us." This was the remark passed by a prominent shoe repairer in a little discussion relative to the proposed convention of Ontario Shoe Repair Men—in which "Footwear" happened to be taking part. This member of the trade has got the right idea. The convention is a business proposition, and it will mean dollars (forget the cents)—and a big roll of them, in the pockets of the repairers of the province if they will come together and go at the thing in a whole-hearted, systematic way.

The repair trade needs organization. It has a lot of live men in it, men who operate their shops on business lines, who keep proper records, who advertise sanely, who make good money and do good work. Yet it must be admitted that the trade, as a whole, has not become thoroughly modernized. The traditions of past centuries still seem to hang around it—and while no doubt the old-time shoemakers had much to commend them as regards workmanship, the same cannot be said as far as their business methods are concerned. And there are many shoe repairers at the present time who are copying the old-timers in their business methods, but not in the quality of their work. That is where the weakness lies. The public have been educated to expect to be treated in a businesslike way, to deal in businesslike establishments. It has been proven that they are willing to pay—and pay more—for service of this kind. An impressive store front and handsome furnishings appeal to them. And still more do efficient, modern methods. What attractions has the average repair shop from this standpoint? How many of them are inviting? How many of them have original and well-planned window displays? How many of them are well furnished? How many of them have a proper system for the handling of goods, so that they are kept clean and safe from scuffing or damage, and that there is no hunting for them when the customer calls? How many? The percentage, we fear, is small. The number of modern establishments in the repair business in all of Canada would not take long to count.

Now, it is up to the repairers to modernize. It is up to them to offer the public the kind of service that most appeals to them. It is up to them to make their premises as inviting and as appropriate to the business as they are to be found in other lines. We have said it before, and we say it again without hesitation: If the repair men who are now handling the game do not keep up with the times, capital will sooner or later come into the field and exploit it, and secure the cream of the business.

It is a critical time in the history of the trade. Will the trade march forward? We believe the fact that it has been decided to hold a provincial convention is an indication that the Ontario repair men are on the road of progress. This convention is going to be a wonderful thing for the trade, if the trade will support it, as it deserves to be supported. Every repair man who fails to take advantage of the opportunity to further the cause of organization is hurting his own interests and those of his fellows. The livest men we know in the business are enthusiastic over this undertaking. They realize that coming together in this way is going to show them how to be better business men, that it will show them how they can make more money and save more money, that it will provide them with a lever—the lever of united, organized effort—which will help to elevate the whole trade.

Will you, Mr. Repair Man, wherever you may be located in the province, do your part to make this convention a success? Some may find it impossible to make the trip, but all can boost the convention. Talk it over with the repairers of your community. Hold a meeting to discuss it, and consider what lines of organized action would be most beneficial to the repair trade in Ontario at the present time. Then come to Toronto July 27-28 prepared to help in the organization of a provincial body and in the formation of the policies which that body will undertake.

Come, also, prepared to discuss the problems which you find yourself confronted with the operation of your business. There will be a number of prominent speakers who will open up discussions on the very questions which are puzzling you most. You cannot afford to miss this interchange of opinions and ideas. Below is a partial list of the topics to be dealt with.

Remember, too, that you are promised some real entertainment. Every minute of your spare time will be enjoyably spent. The Toronto Association is going to see to that. They are planning to have a big banquet, besides which there will be automobile trips, visits to some of the large industrial plants in the vicinity of Toronto, and a time of good fellowship, and social enjoyment.

The following is a partial programme, including a number of the subjects which will be taken up:

Preliminary Outline of Convention Programme

"The possibility or impossibility of universal prices for repair work."

"The need for competent help and how to obtain it."

"Successful organization methods."

"Store trade—its advantages and disadvantages."

"Easy methods of keeping accounts for repair men."

"Practical advertising methods for repair men."

"Is it more satisfactory to buy or lease machinery?"

"Shoe Findings and Accessories as Revenue Producers."

Able speakers have already consented to deal with a number of these topics.

It has been arranged that the Arlington Hotel, 326 King St., W., Toronto, will be the headquarters of the

convention. Registration will start at 9.30 on Wednesday morning, July 27, and the first session will open at 10 a.m.

Hints For The Repairer

From "Shoe Repair Shop"

Some repairers buy very thin sole leather and cut it into heel pads. In all the shoes that have to be repaired at the heel, they insert a new heel pad. In hammering down an old heel the nails are forced through the insole and against the foot although riveted. A new heel pad causes the heel to sit more comforably, and gives a finishing touch to the job that the wearer will appreciate.

* * *

Sandpaper should be kept in a dry place for when it gets damp, it does not produce the desired results. The same is true if it is used too green. Care should be taken to get sandpaper that is well seasoned, and to keep it dry and in a condition to produce the best results with the least effort.

* * *

There is quite a difference of opinion existing between the use of cut top lifts and cutting them out of whole stock. One man will claim that he can cut them more economically than he can buy them. Another will claim the opposite. As the day of handwork is fast passing into oblivion, it would be well for the man who thinks he can cut more economically by hand to consider the matter from every angle, and keep a record of his time and see which is the more economical. When soles were cut with maul and die by hand, it was a good cutter who could cut six or eight hundred soles a day, but in these days a man with a sole cutting machine can cut from eight to ten thousand pairs a day. If this is true in the factory, even cut with a maul and die!

* * *

One reason for the large volume of business of one repair shop, according to an authority on the repair trade, is that the repair man puts worn shoes on lasts, and leaves them there a while, to restore them to their shape. He can do this, because he has a large assortment of lasts, for fitting the various styles and sizes of shoes that come to him. He resoles shoes, and otherwise repairs them, and the shoes, being reshaped by leaving them on lasts certainly look like "old shoes made new."

* * *

Keep track of your stock. Know what you have; don't do so much supposing. Keep account of your finding sales, the number of repairing jobs, and the amounts realized, the prices of leather and the like. It is only to your credit that you exercise a little judgment in your business.

* * *

Economy is good in itself but when it comes to putting out a good job one can be too saving. In repairing shoes as much care should be taken as in the manufacture of them. Methods of economizing should be thoroughly investigated and avoided in every case where they lower the standard of the quality of your goods. Do your best, put your best into it, and you will be rewarded in the end.

* * *

Promptness in delivery work at a promised time is one of the essentials to your success, but to be prompt alone amounts to naught unless the work is well done. Quick work, well done, is alright, but "work done while you wait" which shows carelessness, and work poorly done, counteracts all the efforts or desire to be prompt. Allow yourself enough time so that you can turn out a good job. This will prove more satisfactory than turning out a quick job, which shows poor workmanship.

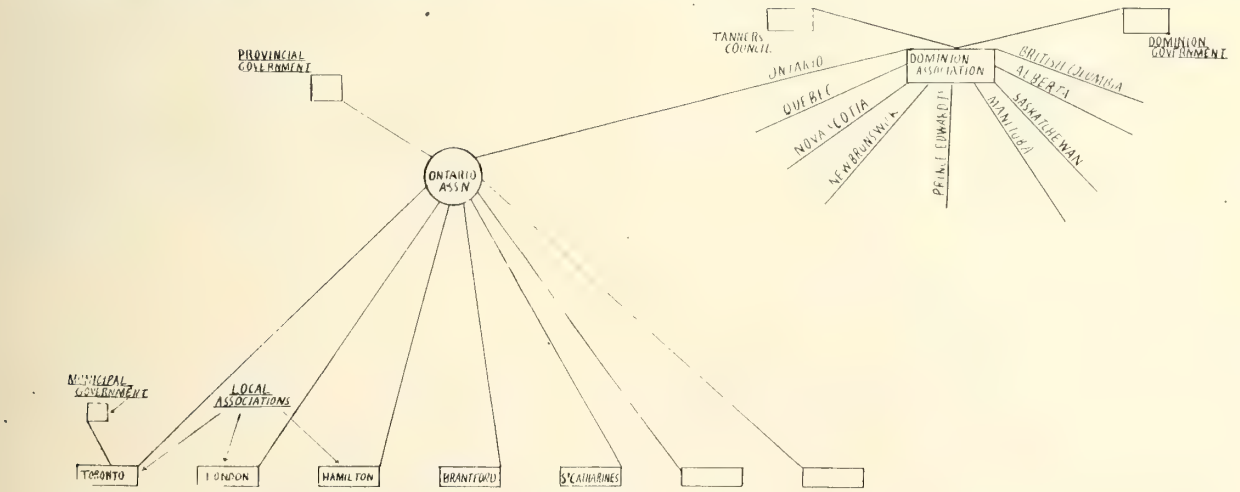
* * *

Many a poor job of shoe repairing is due to poor lighting facilities. See that your shop is well lighted and that your machines and work benches are so placed so as to get all the light available. Don't try to work in the dark. You cannot do your work properly, and you do untold damage to your eyesight.

If you have an assistant who bangs shoes against each other or against benches or racks, causing scratches and scars that mar the look of the shoes, you are going to lose more trade than you think. Of course we are taking for granted that no man in business for himself would handle his customer's shoes in such a way.

* * *

When turning a turn shoe right side out, you will find a box-toe in the shoe. To overcome the rolling of the box-toe in turning, first wet the toe and then hammer upon the entire toe part to condense the box.



A suggested scheme of organization for the repair trade. The basis of this scheme, as will be noted, is the local association but provision wouldbe made for the affiliation of repair men in communities where no organization exists

FOOTWEAR FINDINGS

Happenings in the Shoe and Leather Trade

The retail shoe business formerly operated by F. W. Bishop & Co., of Sydney, N.S., was recently purchased by J. R. Stevens & Co., of Glace Bay.

Edward Stark, of the Edward Stark Shoe Company, Vancouver, has been spending a holiday in Los Angeles, California.

E. J. Naylor has recently joined the selling staff of the Myles Shoe Co., Toronto, and will cover the province of Alberta and British Columbia, with headquarters at Vancouver.

Wallace G. Sutherland has recently left Halifax for Regina, Sask., where he has been appointed manager of the new branch of the Amherst Boot and Shoe Co. Mr. Sutherland was previously manager of the company's Halifax branch. His territory will include the provinces of Manitoba, Saskatchewan and Alberta.

The MacFarland Shoe Co., Limited, has been organized to take over the wholesale shoe distributing business formerly carried on in Edmonton and Calgary under the name of MacFarland Co. The shareholders in the new concern include Delbert MacFarland, Offa Rogers and John A. MacDonald, of Edmonton, and John P. Mitchell, of Calgary.

Did anyone see Jim Heffering at the paddocks recently? Some of the boys have been asking Jim whether there's more money in selling shoes or racing horses. Jim is noncomittal, and says they'll have to find out from experience. Our own idea is that shoes are the safest bet in the long run.

W. J. Detweiler, of Sault Ste. Marie, Ont., was a recent visitor to Toronto.

John P. Wilson, of Midland, Ont., was in Toronto lately.

Edward Brown has bought out the shoe repair business of Frank Wall at 651 St. Clair Ave., West, Toronto, and will take it over this month. Mr. Brown has been in the employ of Mr. S. Burnett, 761 Yonge St., Toronto, for three years, and has had some thirteen years experience in shoe repairing.

Mr. H. N. Lincoln, of the International Supply Company, recently returned from a two weeks' trip to the Maritime Provinces; he also visited Boston. Mr. Lincoln reports big improvements in the retail business and retail stock getting pretty low.

Five fishers went sailing away to the north—over the holiday. They were A. R. Hewetson, of J. W. Hewetson Shoe Co., W. W. Breithaupt, R. M. Fraser and L. O. Breithaupt, of the Breithaupt Leather Co., and Capt. Gordon Hughes, of Toronto. Georgian Bay was the scene of their expedition, but just how severely the population of the submarine world suffered through their depredations we have not heard. However, the fishermen say they had a tip-top time, which may, or may not, be a fish story.

A shoe repair shop has been opened at 355 Queen St., West, Toronto, by Mr. Snider.

W. G. Fallen, of Getty & Scott, Ltd., has recently returned from a three weeks' trip to Montreal, New York, Brooklyn, Newark and Philadelphia.

C. Beausoliel is opening a new shoe store at 536 Ontario St. East. Montreal, Que., with complete line of high quality footwear, from infants to men's and women's, and he has secured the services of Mr. J. Bisson who has had twelve years retail shoe experience with Mr. A. Lecompte. His store is nicely furnished and up-to-date.

K. G. Walters, (Registered), has just opened an up-to-date shoe store at 220 Craig St. West, Montreal, carrying both men's and women's lines. This establishment will be known as Walters Boot Shop. Mr. Walters has been on the road selling shoes for the past eight years, and is well equipped to cater to the footwear needs of the public.

Wm. Eustace, the proprietor of a modern shoe repair business at 499 Bay St., Ottawa, has now opened a second shop at 74 Montcalm St., Hull, Que., to be known as the Veteran's Shoe Hospital.

The Ritz Shoe Co., jobbers, have moved from 66 McGill Street to 29 Victoria Square, Montreal. The new offices and warehouses give the company much larger facilities for handling their lines.

An announcement is made of the assignment of E. C. Perras, trading under the name of the Adanac Leather Company, Montreal.

C. A. Hurlbut of St. Mary's, Ont., president of the Hurlbut Shoe Co., was a recent guest at the meeting of the Canadian Club at Kitchener, Ont., at which "Town Planning" was discussed. This is a matter in which considerable interest is being taken in St. Mary's and Mr. Hurlbut was requested to make a full report of the matter at the regular meeting of the Board of Trade.

FOR SALE

The Best Thoe Repairing Store in Halifax, known as the Halifax Shoe Hospital; Champion machinery and Peerless stitchers. Owner has to give up---ill health. Write A. WILLIAMS, Jr., 171 Gottingen St., Halifax, N. S.

The Lincoln Paper Mills Company, Limited

can supply
your requirements
in

GLASSINE

Super-Glazed Kraft

for Interlay

Wrapping Paper

The above are thoroughly Canadian-made products of the highest quality and at the attractive prices quoted, should appeal to every Canadian shoe manufacturer.

Will you get in touch with us?

LINCOLN PAPER MILLS CO., LTD
MERRITTON ONTARIO
Branch — 112 Bay St., Toronto.

MONARCH-KNIT HOSIERY

A Great Line for the Modern Shoe Store

WHEN YOU come to think of it, a line of high grade hosiery for both men and women is a most logical linet for the Shoe Store.

When a lady or gentleman comes into your store and buys a nice stylish pair of shoes you have the best chance to get them interested in some hosiery to match.

And Monarch-Knit Hosiery is a Quality Line that you can sell quickly because its very texture and finish proclaim its superior worth.

Consequently you can get your full price for it every time with the assurance that every customer will be satisfied.

The Monarch-Knit Hosiery Catalog

makes it easy to order the lines best suited to your trade and to keep your stock assorted with a very light investment of capital.

A copy of this valuable hosiery style and price reference book will be mailed to you immediately on request.

At the Convention - - -

in Toronto July 13 and 14, be sure to call at our sample rooms in the Ryrie Building Corner Shuter and Yonge Streets. Our special representative, Mr. Sandy Thompson, will be at your service, with all information concerning the Monarch-Knit range.

The

Monarch Knitting Company, Limited

Head Office: Dunnville, Ont.

Factories: Dunnville, St. Catharines and St. Thomas, Ontario.

White Canvas Goods For Spring, 1922

The best display of white Footwear we have ever shown, and one of the best ever offered to the trade by any manufacturer, is ready waiting for you.

We invite an Early Inspection by the Jobbing Trade of our complete lines of

Men's White and Brown Canvas Shoes in Welts and McKays, Women's, Misses', Children's, and Infants' Shoes in McKays.

Dufresne & Locke, Limited

Montreal, P.Q.

All Canvas and Felt and Canvas Combination Innersoling

FOR McKAYS

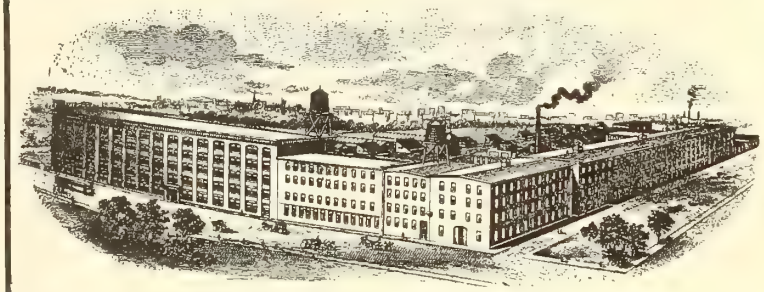
The stitches sink completely below the surface in this material and there are no uncomfortable, humpy places. It's the ideal innersole for McKay work at a low cost.

Every inch is usable—practically no waste in cutting. Let us send samples for proof

THE LANDERS BROS. CO.
TOLEDO, OHIO

KELLEY KID

LEADS THEM ALL
in Uniformity,
Fine Texture, Wearing Qualities and Finish

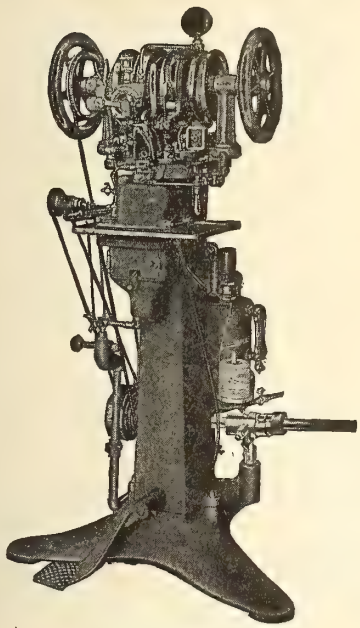


In our West Lynn Factory during 310 working days, the average daily output has been 800 dozen finished skins, or an equivalent of 9,600 skins per day. This represents 60,000 feet of leather turned out each day, or 18,600,000 square feet of leather in one year. This amount provides over 6,200,000 people once a year with one pair of shoes—a large army!

Sold in All Foreign Countries

Thomas A. Kelley & Co.
Tannery and Main Office, LYNN, MASS.
Selling Agents:
ROUSMANIERE, WILLIAMS & CO.
87-93 Lincoln St., BOSTON, MASS.

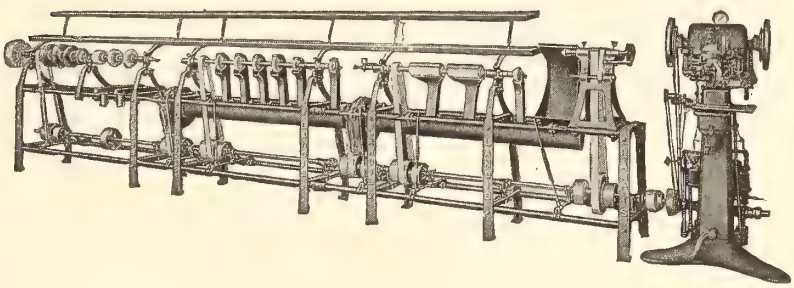
Landis Outfits are Money-Makers



Landis No. 12 Shoe Stitcher.
Sold outright—No royalty.

Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms are easy.

We have many models of stitchers and finishers. Write for complete catalogue with prices and terms.



Landis Machine Co., 1515 N. 25th St., St. Louis, U.S.A.

RESULTS!

The methods at the command of the shoe retailer for procuring a thoroughly reliable mailing list are often expensive and uncertain

For instance, the dead letter matter encountered when lists have been compiled from telephone and city directories or voters' lists would sometimes pay for one-third of the advertising.

The best way is to send direct to us. We have the most up-to-date mailing lists on the market. They are revised annually and have proved 98 per cent correct.

Prices are surprisingly low when comparing the cost of direct advertising and results with other advertising.

No extra office staff required, your printing, addressing and mailing handled at very small cost.

Let us send full particulars.

PROCTOR & PROCTOR
Aurora, Ontario.

Window Displays that attract

Are arranged with our snappy and attractive items.

Fancy Papers, Borders, Artificial Flowers, Glass Stands, and Shelves, Baskets, Thumb Tacks, etc. etc. etc.

Our catalogs are ready for the asking

Doty&Scrimgeour Sales Co.
30 Reade St., New York City

What Are You Looking For When You Buy Shoe Ornaments?

First of all—QUALITY—Up-to-date styles and durable merchandise.

Then—PRICE—which means readiness to pay value for value received.

Last, but by no means least, you want SALEABLE MERCHANDISE ornaments and novelties that the public will buy for their beauty, comfort and attractiveness.

The Right Place to Look is the

The Reynold's Line

BUCK-EL-ON SHOE ORNAMENTS NOVELTIES SUPPLIES

William Reynolds Inc.

PROVIDENCE RHODE ISLAND

Don't Forget the National Shoe Retailers Convention—Toronto July 13 & 14

"BLANCO"

Registered Trade Mark.

KEEPS WHITE SHOES WHITE

WHENEVER you sell a pair of white boots or shoes you have a customer for "BLANCO." Whenever you sell a tin of "BLANCO" you have made a satisfied customer—one who will return again and again.

For "BLANCO" is an eminently satisfactory article—it is *the* White Cleaner *par excellence.*

It does the work it is intended to do and does it thoroughly and well—without trouble.

So, when you order your stock of White Footwear order their inseparable companion

"BLANCO"

"Keeps white shoes white."

The profit is as satisfactory as the article itself.

Order NOW from your Jobber

Made only by

Joseph Pickering & Sons, Ltd., ———— Sheffield

Don't Forget the National Shoe Retailers Convention—Toronto July 13 & 14

BOOT & SHOE WORKERS UNION UNION STAMP Factory

BOOT & SHOE WORKERS UNION UNION STAMP Factory

Mr. HAROLD E. KEITH, President of the George E. Keith Company of Brockton, Mass., recently paid the following tribute to the Boot and Shoe Workers' Union, in an address before the Lynn Chamber of Commerce:

HARMONIOUS RELATIONS

"New England has had altogether too many breaks in business due to strikes and industrial disputes. This situation our friends in the west have not been slow to take advantage of. I think it is only fair to say that the fault has not been entirely on one side.

"I believe it is a well known fact that Brockton has seen as little of this industrial strife as any shoe centre. Perhaps you will be interested in a brief statement of how this has occurred, because, I assure you, it is no accident.

"The manufacturers of Brockton long ago recognized that the interruption of industrial plants, through the fault of its human factors, demonstrated a lack of efficiency. Both management and workers can stabilize opinion in their associations or unions, and when both organizations jointly covenant to preserve industrial peace, an ideal relation is established. First of all, therefore, we put our house in order and established a strong association among the manufacturers, binding ourselves to work together for the good of the industry of our city, and it was not long before even the skeptical realized that the good of the whole was in the last analysis for the good of the individual.

"At the same time, we encouraged our workers to unite themselves in one strong organization, which in their case happened to be the Boot and Shoe Workers' Union. We then made our contracts with their union, and we have used our influence to help them maintain one organization, for we are convinced that a multiplicity of unions would be detriment to the industry of our city, and I believe the large majority of our workers agree with us—although, at times, groups have felt different. With this foundation, we could then agree on the strongest part of our relations, and that is, that we mutually covenant should we fail to come to an agreement through negotiations (and our associations will always give representatives of the workers a hearing at any time) to submit our differences to the State Board of Conciliation and Arbitration, and we both agree to abide by its decision.

"The 'proof of the pudding is in the eating,' and I can only say that under this arrangement there has been industrial peace in Brockton without any serious breaks for nearly 23 years, and, best of all, the majority of our citizens are solid on this method.

"I should like to quote from the 28th annual report of the State Board of Conciliation and Arbitration, issued in 1913. In speaking of the growth of the I. W. W. movement in other cities, it states: 'The I. W. W. movement in Brockton on the contrary was a failure for the reason that practically the whole of the wage-earning people and their employers were formally pledged by a carefully drawn instrument to maintain peace by negotiations or by arbitration, and peace has been so maintained for years.

"'The Brockton Shoe Manufacturers' Association and the Boot and Shoe Workers' Union, like the springs of an arch, meeting from either side, are joined in a trade agreement which makes of their industry a solid organization cemented by good will.'

"I am convinced that in this day and generation industrial relations call for 'all the cards on the table,; frank discussion 'man to man,; they call for a return to the first principles and the Good Book itself and its Golden Rule."

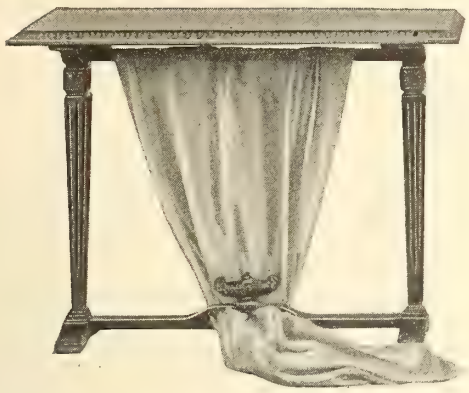
Boot and Shoe Workers' Union

246 Summer Street Boston, Mass.

Collis Lovely, Gen'l President Chas. L. Baine, Gen'l Sec'y-Treas.

BOOT & SHOE WORKERS UNION UNION STAMP Factory

BOOT & SHOE WORKERS UNION UNION STAMP Factory



THE effectiveness of your window display may be greatly increased by the use of attractive display fixtures.

It is not possible to excel in appearance or workmanship the fixtures which are designed and made in our workshops.

Our catalog contains a variety of designs from which to make your choice. May we mail you one?

Decorative Fixture Company
1600 South Jefferson Street,
CHICAGO, ILL.

A good shoe deserves a good lacer, therefore we recommend

Nufashond
TRADE MARK REG. U.S. PAT. OFF.

THE tip of the Nufashond Fabric Tipped Lacer is worth some thought, for it shows the way to shoe lacer profits and satisfied customers.

The Nufashond Fabric tip is part of the lacer itself—it can't pull off or wear shiny. It won't discolor. It will never wear into rough, shaggy edges to catch at fine hosiery.

Nufashond Fabric Tipped Lacers are made flat or tubular in all the wanted colors and in sizes to fit all shoes.

Display Cases, Counter Cards and other attractive selling helps furnished. All shoes look better with Nufashond Lacers. They are made to wear and wear.

Ask your jobber to-day for samples and prices

THE FABRIC TIP—IT CAN'T COME OFF

NUFASHOND Reading, Pa.

"HUMBERSTONE"
NON-RIP SANDAL

Don't forget the National Shoe Retailers' Convention, Toronto, July 13-14. Make it a point to be present.

Here is a sandal you can recommend as being made to stand the hardest kind of wear and tear. It is solid leather throughout and heavily stitched—an ideal sandal for the youngster who is hard on shoes. You'll make a friend with every pair sold. Made in two colors—black and tan.

Humberstone Shoe Co., Ltd.
HUMBERSTONE, ONT.

JOBBERS

HOCKEY BOOTS

Our Hockey Boots have extensive sales and supply a wide demand at a reasonable price. The quality and workmanship put into their manufacture insure a first-class product on which you can realize a large and profitable turnover. Write us for samples.

J. E. SAMSON ENR
QUEBEC

STANDARD SCREWED SHOES

IN
MEN'S BOY'S YOUTH'S
LITTLE GENT'S
AND CHILDREN'S

A. A. COTE & SON
LIMITED

McKAY SEWED SHOES

IN
MEN'S BOY'S YOUTH'S
LITTLE GENT'S
AND CHILDREN'S

ST. HYACINTHE
QUE.

Manufacture lines of Staple McKay Shoes in Men's, Boy's, Youth's, Little Gent's, and Children's, as well as a Strong Line of Heavy Working Shoes, out of best Chrome Tanned Side Leathers, on Foot Fitting Lasts, at reasonable prices, Standard Screwed Soles, Stitch Aloft, Natural Finished Bottoms, so that buyer can see the nature of leather, and know what he is buying. THAT'S THE LINE FOR YOU.

Fred. F. Dufton
LEATHER

50 Foundry Street South

Kitchener — Ontario

SHEEPSKINS
Representing : Clarke & Clarke, Ltd., Toronto

GLAZED KID
Representing : The Bonner Leather Co., Montreal

CALF AND SIDE LEATHER
Representing : C. Galibert & Son Co., Montreal

GLAZED HORSE
Representing : Lucien Borne, Quebec

GOODYEAR WELTING AND MENNONITE
Representing : Wickett & Craig, Ltd., Toronto

CUT SOLES
Repres'ng : The Provincial Cut Sole Co. Kitchener

Stock of above well known lines always on hand. Call and inspect them.

We Can Save Money for You on Your Shipping & Packing

H & D Solid Fibre Board Boxes

1.—They protect your shipment against loss from dampness and water.
2.—They are extremely light, which means low freight charges.
3.—They cannot be opened without breaking the seal.
4.—They save time in packing.
5.—They save storage space.
6.—They have strong advertising value.
7.—They can be made to your specifications.
8.—Their first cost is lower than wood.

Our booklet "How to Pack It" explains all—write for it.

The Hinde & Dauch Paper Co.
of Canada Limited
TORONTO ONTARIO

Shoe Manufacturers' Supplies

We shall be pleased to quote prices and give any information desired on any of the following: Steel Dies, Shoe Stamps, Shoe Lining Markers, Stencils, Marking Inks and Supplies, Numbering Machines, and Rubber and Brass Stamps for all purposes.

Write us today

MONTREAL STENCIL WORKS, LIMITED

ESTABLISHED 1875 **221-223 McGill St. Montreal** Tel. Main 1434 & 6616

SHOE RACKS

We Make
"SHOE RACKS" OF ALL STYLES
END WOOD CUTTING TABLES
HARDWOOD DIEBLOCKS
TABLES FOR SHOEMAKERS
WOODEN BOXES OF ALL KINDS

Maranda & Desormeau
110 Delorimier Ave. MONTREAL
Phone East 9604

The Best and Most Durable Shoe Laces Are Made With Our

Power Shoe Lace Tipping Machines

Textile and Special Machinery
Harris-Corliss Steam Engines

Send for Catalogue

The Franklin Machine Company
Engineers Founders Machinists
189 Charles Street, Providence, R.I.

Orthopaedic Bootmaking

Special Shoes for Crippled and Deformed Feet

S. J. FRIEDMAN
320 Granville St., Vancouver, B.C.

The Greatest Dancers of the Day

insist on wearing Arthur Franks' Ballet Shoes. No other shoes afford the same amount of comfort and support.

BALLET SHOES

by Arthur Franks are supplied to Mesdames Pavlova, Kaisavina and Vera Karalli, and Messieurs Novikoff, Volinini, Adolph Bolm, etc.

Arthur Franks
3 Cotton Street, Australian Avenue,
London, E.C. 1, England.

"CANADA FIRST! Canadian Materials and Canadian Workmanship." That is the spirit that should animate the Boot and Shoe industry of this country at a time like the present.

JOS. TANGUAY'S working shoes are all-Canadian, and they are styled and priced to sell rapidly and extensively. They are made right and are rapidly winning preference.

We cordially invite your enquiries, and when in the Old City, a visit to our sample room will be most profitable to you. We show the same lines of staples as last year to which we are continuously adding new ones.

JOS. TANGUAY
Office and Sample Room :
34 Du Roi, Cor. St. Dominique St.
QUEBEC

MELTONIAN

BOOT POLISHES and CREAMS

Representing a super standard of excellence which speaks through the product

Robert D. Ayling
23 Scott Street
Phone M. 7613
TORONTO

Agent for Sole Manufacturers
E. BROWN & SON, LTD., LONDON AND PARIS

PAPER BOXES

We manufacture paper boxes of every description for Boots and Shoes. Send us your enquiries stating sizes and quantity.

THE HOUSE OF SERVICE

THE
King Paper Box Co.
Limited

Everything in Paper Boxes.

864 LASALLE AVENUE, MONTREAL

PHONES: LASALLE 440—2085

Edwards & Edwards
LIMITED
TANNERS OF

SHEEPSKINS

FOR

Shoes, Gloves, Saddlery
Upholstering
Bags and Suit Cases
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Fancy and Novelty Goods
Skivers
Embossed Leathers
Etc., Etc.

Edwards & Edwards Limited

Head Office and Sale Rooms
27 Front E. Toronto

Tanneries
Woodbridge, Ont.

Quebec and Maritime Provinces
Represented by
JOHN McENTYRE LTD. 28 St. Alexander St. MONTREAL, QUE.

DON'T TAKE CHANCES!

Be sure of the quality, the size and the strength of the threads you use by specifying

Barbour's *Dependable Quality* Linen Threads

You can pay less; but you'd better not; good THREADS are cheaper; it's in the QUALITY—not in the PRICE.

For

Lockstitch	**Welt**
McKay	**Turns**

Threads for all type machines.

Good Stocks Carried at

Toronto MONTREAL Quebec

FRANK & BRYCE, LIMITED

"La Duchesse" McKays for Women Turn Slippers for Men

Get in touch with your jobber early and let him show you the splendid "La Duchesse" models he has waiting for you. In a variety of leathers, lasts and patterns, and radiating good workmanship and unusual value.

Jobbers Only

"La Duchesse" Shoe Co.

Registered

MONTREAL

The Peterboro Shoe

For MEN, BOYS, YOUTHS and LITTLE GENTS

A staple line of Footwear, prominently known for its superior workmanship, first grade materials, smartness and comfort. A Line you can stock with assurance. Write us to-day.

B. F. Ackerman, Son & Co., Limited

PETERBORO, Ont. Western Branch, REGINA, Sask.

MAKERS OF THE "PETERBORO" SHOE

H. O. McDOWELL H. N. LINCOLN

International Supply Co.

The Largest Shoe Factory Supply House in Canada

IMPORTERS - - JOBBERS

Shoe Machinery, Findings and Factory Supplies

We are Exclusive Canadian Agents for the following well-known houses:—

American Lacing Hook Co., Waltham, Mass.
Lacing Hooks and Hook Setting Machines.
Armour Sand Paper Works, Chicago, Ill.
Crystolon Paper and Cloth for Buffing and Scouring.
Boston Leather Stain Co., Boston, Mass.
Inks, Stains, Waxes, etc. Cyclone Bleach.
The Ceroxylon Co., Boston, Mass.
Ceroxylon, the Perfect Liquid Wax.
Cincinnati Cutting Die Co., Cincinnati, Ohio.
Quality Breasting Knives.
The Louis G. Freeman Co., Cincinnati, O.
Shoe machinery.
E. L. Glennon Machine Co., Lynn, Mass.
Perforating Tubes.
Hazen, Brown Co., Brockton, Mass.
Waterproof Box Toe Gum, Rubber Cement.
Markhem Machine Co., Boston, Mass.
Marking and Embossing Machines, Compounds, Inks, etc.
M. H. Merriam & Co., Boston, Mass.
Binding, Staying, etc.
Puritan Mfg. Co., Boston, Mass.
Wax Thread Sewing Machines,
Poole Process for Goodyear Insoles.
Safety Utility Economy Co., Boston, Mass.
Electric Heating Equipment.
The S. M. Supplies Co.
Factory Supplies, Needles, etc.
J. Spaulding & Sons Co., N. Rochester, N.H.
Guaranteed Fibre Counters, Fibre Innersóling.
The Textile Mfg. Co., Toronto, Ont.
Shoe Laces.
United Stay Co., Cambridge, Mass.
Leather and Imitation Leather Facing, Welting, etc.

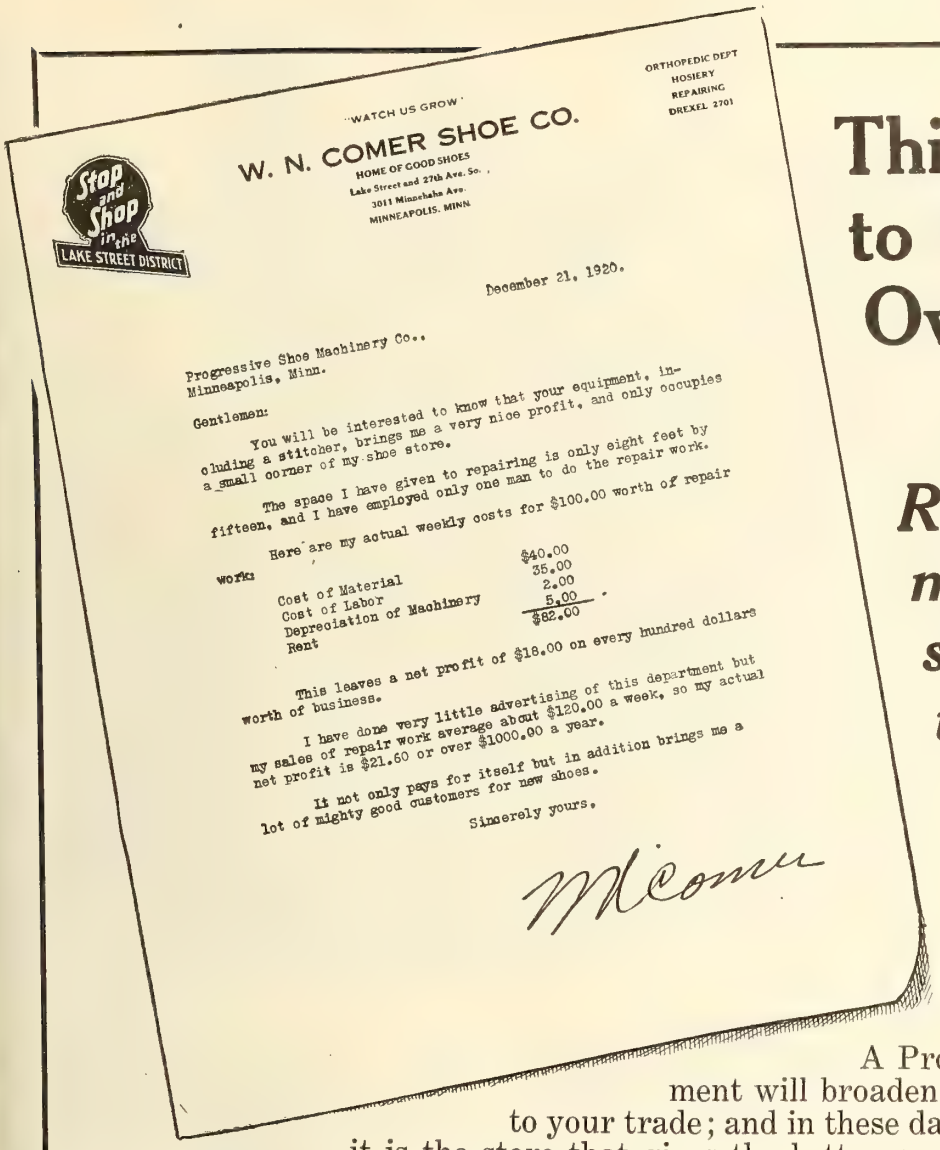
We carry three large stocks in order that we may serve you promptly. You will do well to avail yourself of these stocks.

Quality Goods ***Right Prices***

INTERNATIONAL SUPPLY CO. SERVES YOU RIGHT MONTREAL-KITCHENER QUEBEC

Main Office—154 Notre Dame Street West, Montreal

Branches:—37 Foundry Street S., KITCHENER - - 566 St. Valier Street, QUEBEC



"WATCH US GROW"

W. N. COMER SHOE CO.

HOME OF GOOD SHOES

Lake Street and 27th Ave. So.
3011 Minnehaha Ave.
MINNEAPOLIS, MINN.

ORTHOPEDIC DEPT
HOSIERY
REPAIRING
DREXEL 2701

Stop and Shop in the LAKE STREET DISTRICT

December 21, 1920.

Progressive Shoe Machinery Co..
Minneapolis, Minn.

Gentlemen:

You will be interested to know that your equipment, including a stitcher, brings me a very nice profit, and only occupies a small corner of my shoe store.

The space I have given to repairing is only eight feet by fifteen, and I have employed only one man to do the repair work.

Here are my actual weekly costs for $100.00 worth of repair work:

Cost of Material	$40.00
Cost of Labor	35.00
Depreciation of Machinery	2.00
Rent	5.00
	$82.00

This leaves a net profit of $18.00 on every hundred dollars worth of business.

I have done very little advertising of this department but my sales of repair work average about $120.00 a week, so my actual net profit is $21.60 or over $1000.00 a year.

It not only pays for itself but in addition brings me a lot of mighty good customers for new shoes.

Sincerely yours,

M Comer

This letter says to Shoe Store Owners;

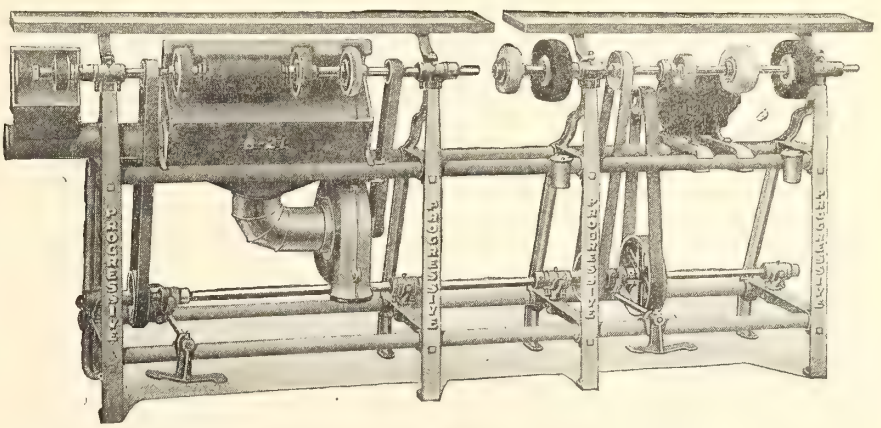
A Progressive Repair Department in your store will add to your profits

IT WILL DO MORE THAN THAT, TOO

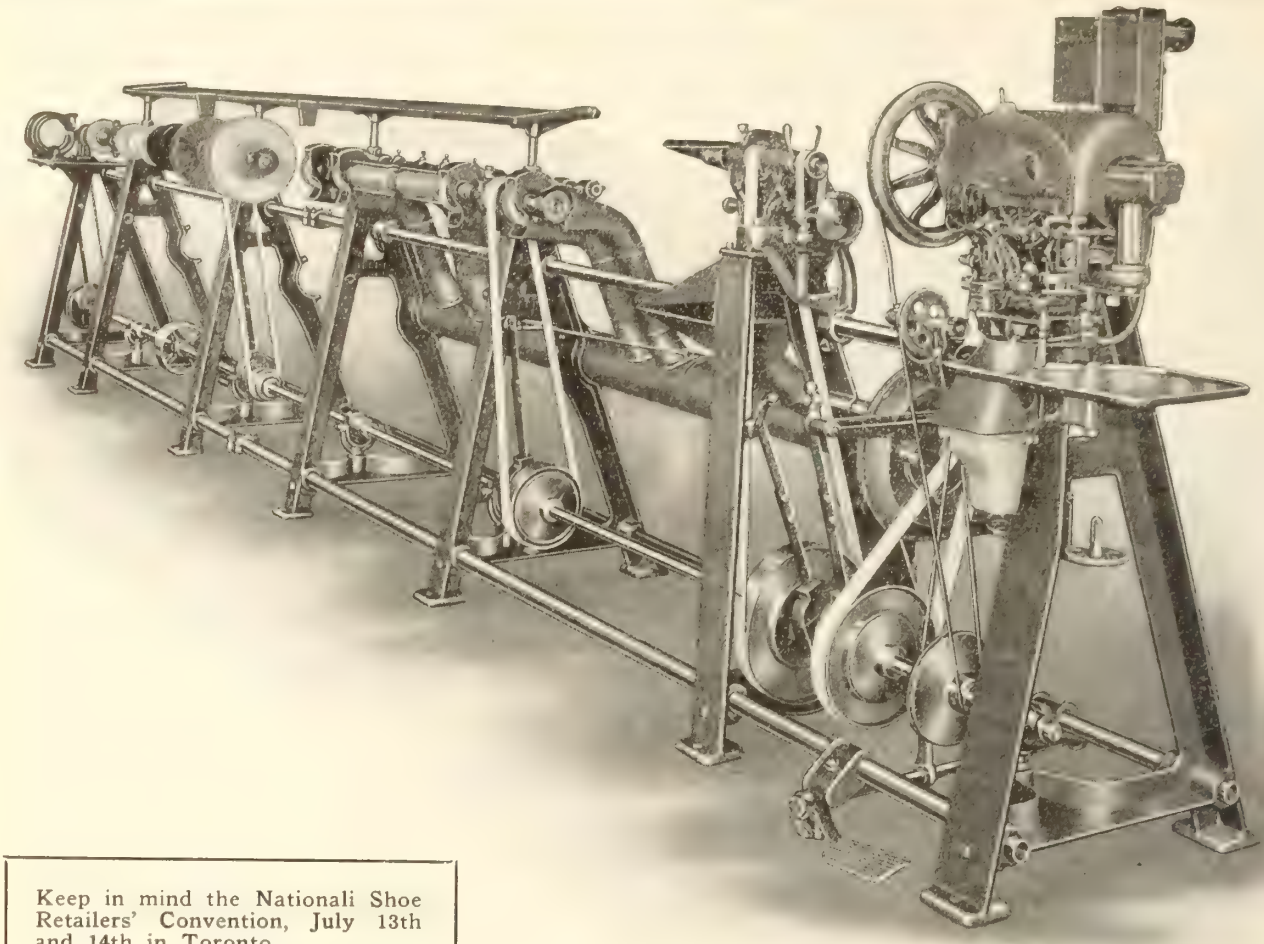
A Progressive Repair Department will broaden the service you can give to your trade; and in these days of keener competition, it is the store that gives the better service that is more certain to experience continued success.

But it must be a "Progressive," not just a "Repair Department," for those advantages in design of equipment that make for the most profitable operation are distinctive of Progressive Machines.

Just say "I'm interested," on a post card, and we'll send our Catalag 18C with full information.



Progressive Shoe Machinery Co., Minneapolis, Minn.



Keep in mind the Nationali Shoe Retailers' Convention, July 13th and 14th in Toronto.

It's No Longer a Question

of Can You Afford a

GOODYEAR

SHOE REPAIR OUTFIT?

BUT

Can You Afford to do Without It?

We have made it possible for every Shoe Repairer to install one of these GOODYEAR Shoe Repair Outfits on very easy terms. Simply drop us a line and we will tell you why you cannot afford to delay installing a Shoe Repair Outfit.

United Shoe Mach'y. Co. of Canada, Ltd.
MONTREAL

Toronto **Kitchener** **Quebec**

Penny-wise Saving

Of course you can get cheaper box toes than Vulco-Units—but does it pay? Any manufacturer who has ever used them will say, no. In fact Vulco-Units are to be considered as something which yields large returns, not as an added expense.

They not only preserve the appearance of the shoe but give greater comfort to the wearer. Being waterproof and perspiration proof they are the most durable box toes made.

Be sure of the genuine by getting in touch with us direct.

The National Shoe Retailers' Convention to be held in Toronto, July 13-14, is something no shoe merchant can afford to miss. Plan now to attend.

BECKWITH BOX TOE LIMITED

SHERBROOKE, QUEBEC

Sound Merchandise

at rock bottom prices

No. 46

THE jobber will find ample opportunity for profitable turn-over in our splendid line of Men's, Youths' and Boys' shoes.

There is no better time than right now to get in touch with us. We believe we can make you very attractive quotations.

Ask us about our Women's McKays.

No. 50

LAGACÉ & LEPINAY

QUEBEC

"Judge It by Its Users"

New Castle Kid

BLACK — WHITE — COLORS

Send for Samples

New Castle Leather Co.

NEW YORK

Canadian Branch:—335 Craig St. West, Montreal
Factory:—Wilmington, Del., U.S.A.

H. W. UPHAM

MONCTON, N. B.

Leather and Findings

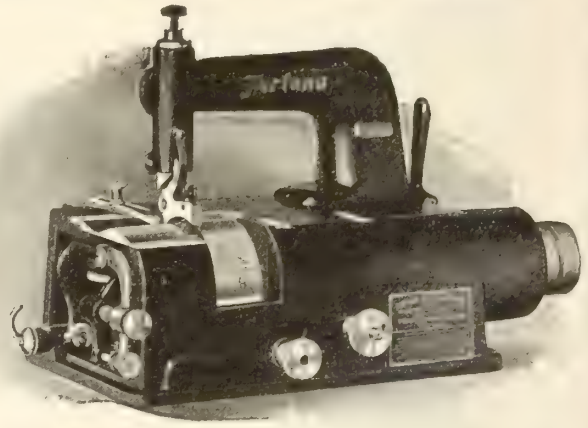
Promptness and quality is our motto.
No orders too large or too small.

We solicit a trial order.

ALL KINDS OF SHOE REPAIRING MACHINERY

Fortuna

Skiving Machine



For Manufacturers who Skive Leather, Felt, Cork, Rubber or Paper

Used extensively by Manufacturers of
SHOES, BOX TOES, TRIMMINGS, INSOLES, ANKLE SUPPORTERS, WELTING, ARCH SUPPORTERS

Sole Agents for Canada

Fortuna Machine Co.

147-153 Waverly Place - NEW YORK

S. Desrochers *F. X. Leblanc*

HECTOR SHOE CO., Montreal

331 Demontigny St. East

Manufacturers of a

Complete Line of Turns

We also Specialize in Children's McKays

Maltese Cross Rubbers

Leaders for Over a Quarter of a Century

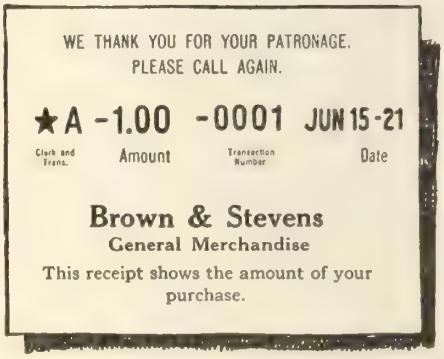
Consistent high quality year after year has made Maltese Cross Rubbers the standard line of discriminating retailers throughout the entire Dominion. There must be a solid foundation to this dealer popularity which has substantially increased each year during the last quarter century.

It is the exceptionally high class material and skilled labor used in fabricating Maltese Cross Rubbers that has been instrumental in building this inestimable loyalty. If you are vitally interested in your reputation—and we believe you are—you will safeguard it by selling and recommending Maltese Cross Rubbers to your customers.

Gutta Percha & Rubber, Limited

Head Office and Factory : : Toronto

A receipt printed and issued by a National Cash Register →



The register prints a record of the sale on the receipt. The star shows it was a cash sale. "A" is the clerk's initial. The amount is $1.00. It was the first sale on June 15, 1921. The register also prints an advertisement of the merchant's store on the front and back of the receipt.

Benefits the customer :

The plainly printed figures of the amount on the receipt show that she has not been overcharged. She likes to buy in a store of this kind.

Helps the clerk :

It proves that he registered the right amount. The added and printed records inside the register give the clerk credit for the sale.

Protects the Merchant :

He knows that to get the proper amount printed on the receipt, correct added and printed records must be made inside the register.

A National Cash Register is the only machine that prints and issues this kind of a receipt.

We make cash registers for every line of business

NATIONAL CASH REGISTER CO.

OF CANADA LIMITED

Attend the National Shoe Retailers' Convention July 13th and 14th, in Toronto

WE CAN HANDLE

RUSH ORDERS

FOR

CUTTING DIES

USMC

CUTTING DIES

ARE GUARANTEED DIES

The most Up-to-Date Plant In Canada and expert die makers insure High Grade work and Expeditious Service, NO DIE TOO LARGE OR TOO SMALL FOR US TO MANUFACTURE.

All Estimate Work Free. ***A Trial Order Will Convince.***

United Shoe Machinery Co. of Canada, Limited

Montreal

TORONTO
90 Adelaide Street West

QUEBEC
28 Demers Street

KITCHENER
179 King Street West

CLARKE'S

THE quality of Clarke's Patent Leather is due entirely to two things—the rigid care taken in selecting only the finest hides procurable and the process of manufacture. This last is a long and painstaking operation. Yet it is absolutely essential in assuring long wear, comfort and freedom from cracking.

Manufacturers who incorporate Clarke's in their products use it as a strong selling argument—sufficient proof of the esteem in which it is held by the retailer.

"If it's patent it should be Clarke's."

A. R. CLARKE & COMPANY

MONTREAL TORONTO WINNIPEG

A few acres of Clarke's Patent Leather and showing over $50,000 worth of leather in process.

Vol. XI.—No. 7 Toronto, July, 1921

Footwear in Canada

The *One* Fibre Counter

The name BENNETT when applied to a counter immediately conveys the impression of quality. It is the one fibre counter that gives greater value, service, comfort.

Bennett Counters Satisfy!
They must make good or we will.

Bennett Limited
Chambly Canton, Que.

Made by the Largest Shoe Fibre Makers in the British Empire

PANTHER SOLES AND HEELS

The shoe repairman who overlooks Panther Soles and Heels is missing two of the greatest business builders ever offered him.

In the first place they give a greater length of service, are waterproof and prevent slipping. Then for real comfort in walking—particularly upon city sidewalks—they are not to be excelled. They put a spring and buoyancy into the step that makes walking a joy.

And remember this. Panther soling looks like leather, can be stitched and trimmed easily and holds the stitches to the end.

The fact is that once worn the wearer wants them always. That is the secret of their success.

Panther Rubber Co., Ltd.

SHERBROOKE, QUEBEC

Three Months More in which to sell

FLEET FOOT

Three months of tennis and golf, baseball and boating; three months of picnics and vacations; three months of outdoor work. Three big selling months for every shoe dealer who features FLEET FOOT summer shoes.

FLEET FOOT give you styles and sizes for men, women and children for every summer and early fall need. And FLEET FOOT styles, FLEET FOOT quality and FLEET FOOT popularity are backed up by FLEET FOOT advertising.

As a matter of fact these Canadian-made shoes are the only ones on the market that are advertised nationally.

Keep your stock well assorted and thus keep up your FLEET FOOT sales right through the summer. Our nearest service branch will fill your sorting orders promptly and completely.

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION RUBBER SYSTEM
AND ASSOCIATED COMPANIES

Dominion Rubber System

Service Branches are located at:

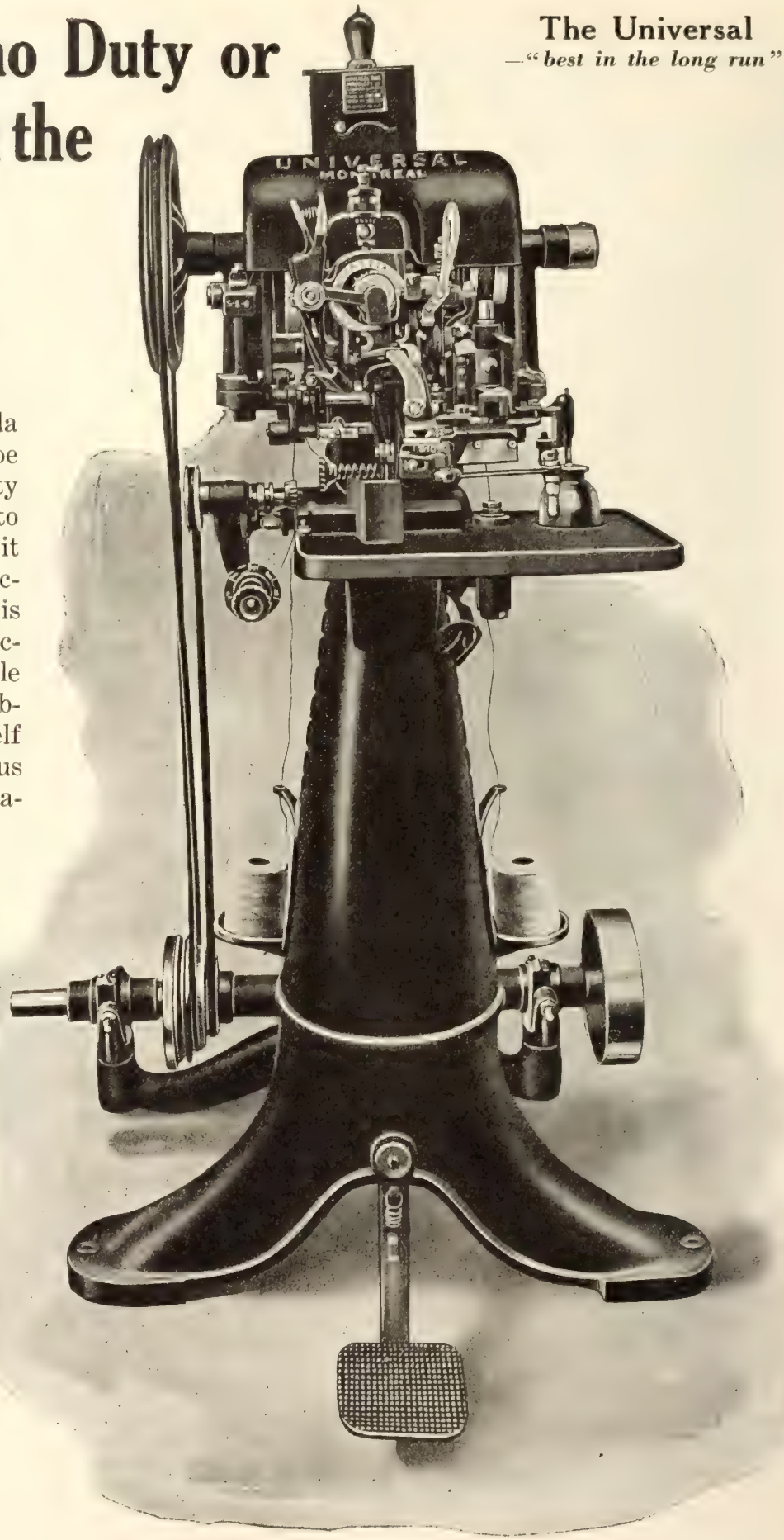
Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, Brantford, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

You Pay no Duty or Royalty on the Universal

The Universal
—"best in the long run"

It's Made in Canada

Built right in Canada for the Canadian Shoe trade. No Royalty, Duty or Exchange Rates to pay and we guarantee it to give every satisfaction. In design it is most modern and efficcient and as a profitable investment has established a name for itself wherever used. Let us send you full information as to prices, etc.



Universal Shoe Machinery of Canada Limited
128 Queen Street
Montreal

We are desirous of appointing agencies in all the Provinces of the Dominion. Write us for particulars.

The Yamaska Brand
J. & M. Cote
ST. HYACINTHE.
CANADA.

Include these three models in your Fall buying

It is only necessary to see the Yamaska samples for Fall to realize that the whole range is one of unusual merit.

That they are going to be big sellers there is no doubt. Yamaska workmanship, style and value will make them so. Wait for our representatives before placing.

No. 072. Men's Welt, Bal, Pointed Toe Last. Made in mahogany velour side. Also Gunmetal Calf and Box Kip black, sizes 6-11.

No. 311. Women's and Growing Girls' McKay, Bal. Made in Gunmetal Calf, Dongola, Mahogany Velour side or patent vamp and dull top. Sizes 3-7.

No. 313. Women's and Growing Girls' McKay, Oxford. Made in Gunmetalf Calf, Dongola, Mahogany Velour side, and Patent. Sizes 3-7.

La Compagnie
J. A. & M. COTE
St. Hyacinthe - Quebec

A Style Service for Shoe Manufacturers

STYLE—the determining factor in the sale of shoes to-day.

Is Your Plant Busy?

Are you getting your share of of business?

If not—why not?

It may be that you make just honest good shoes.

You add a touch of style and see the increased sales.

Consult us on the style question if you want to keep your plant busy.

United Last Co., Limited

MONTREAL., P.Q.

For the convenience of Ontario Manufacturers we have an office at 64 Wellington St. W., Room 212, Toronto, Ont.

"Canadian-made Counters for Canadian-made Shoes"

BEFORE being fashioned into counters, the fibre is put through the special D. & P. process. This ensures such a toughness that the counter will outlast the shoe—we guarantee it. Yet do not imagine D. & P. counters uncomfortable. On the contrary, they are pliant and yielding, quickly conforming to the shape of the wearer's foot. Why not let us send you samples?

We also maufacture solid leather, Union and leatherboard counters, leather and leather-board inner-soling. Our capacity of 75,000 pairs of counters per day means prompt delivery.

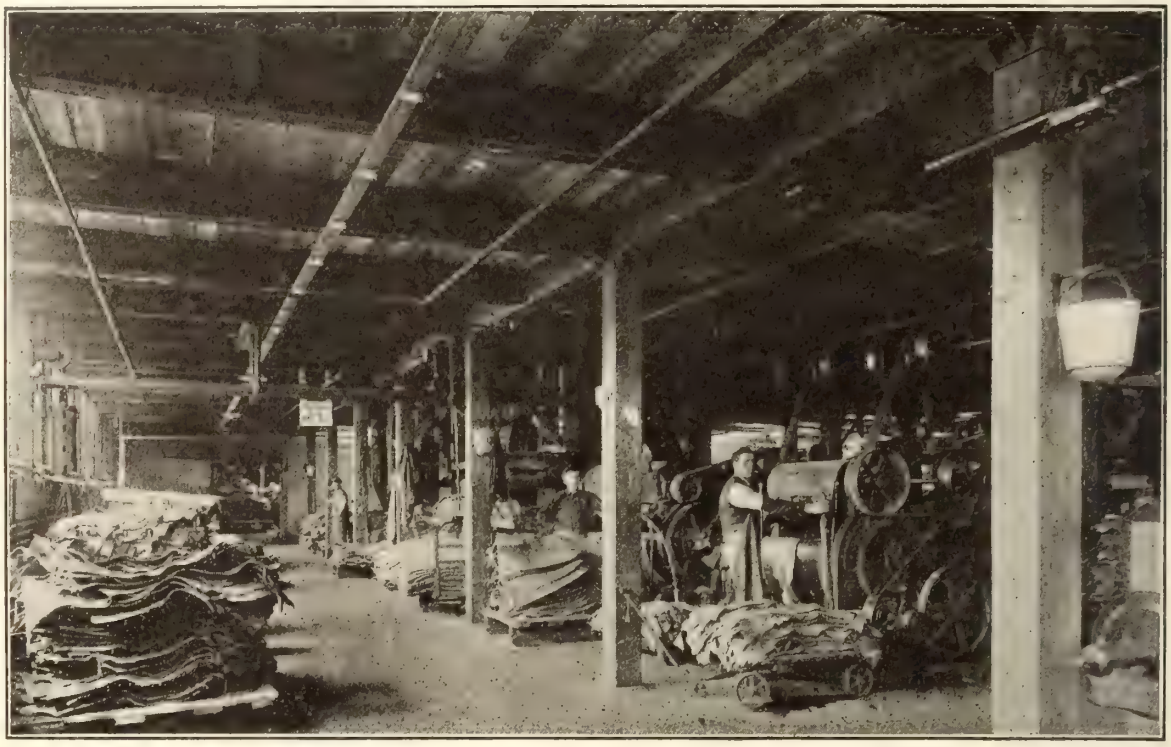
DUCLOS & PAYAN

Ed. R. Lewis, 45 Front St. East, Toronto; Ontario Selling Agent
Richard Freres, Quebec Selling Agents for Quebec City

Tannery and Factory: ST. HYACINTHE, P.Q.

Sales Office and Warehouses: 224 LEMOINE STREET, MONTREAL

The Proper Preparation of Welting Leather



The illustration shows a corner of our tannery and currying dept.

We would remind you that BARBOUR GROOVED ENDLESS WELTING is tanned and curried in our own factory exclusively for welting purposes.

Welting is our only product, and we devote the most painstaking care and attention to the perfection of these tannery operations that yield the tough, mellow substance of high-grade welting.

Canadian shoe manufacturers show an increasing interest in this super-fine product, and our rock-bottom prices combined with our acceptance of Canadian funds makes BARBOUR GROOVED ENDLESS WELTING a most attractive purchase on this market.

May we sample you?

BY INVITATION MEMBER OF

Brockton Rand Company

BROCKTON, MASS.

U. S. A.

Going Strong
HAVANA BROWN VODE KID

We are receiving a steady flow of orders for VODE KID in HAVANA BROWN and the demand is growing stronger with every day.

In our HAVANA BROWN we are using some particularly fine quality skins which we bought to advantage some months ago and which have recently been landed.

Specify HAVANA BROWN VODE KID and you'll get leather which plainly shows its fineness in your shoes—

—also the selling power of VODE, so well known to the buying public.

THE STANDARD KID CO.
Boston, Mass.
Branches in New York, Philadelphia, Cincinnati, Chicago, St. Louis and Montreal.

Vode
KID
The Leather for Fine Shoes

Spring Samples for 1922 are now ready

We can truthfully say that our new spring lines of leather and white canvas shoes in both Turns and McKays are the finest ever produced by this firm. From every standpoint —style, materials, workmanship and price they merit your inspection.

Jobbers Only

Gagnon, Lachapelle & Hebert

55 Kent Street - - - Montreal

L. B. Holliday & Company, Limited

Huddersfield, England

ANILINE DYES

And Coal Tar Products

To The Leather Industry:

Can you guarantee your colored leathers?

Do you realize that such a statement would very likely influence an increase in your business?

Today men come to you, demanding an ironclad guarantee—Can you cope with their demands?

You can if you are properly equipped.

The equipment you use and the ability of your men are both very important factors.

Yet they are both dependent upon the dyes and colors you use.

Dyestuffs that are absolutely guaranteed will therefore help you to guarantee your product.

Then why not try L. B. Holliday & Company for your next order for Dyes, Colors, etc.?

The following is a list of our products which are of particular interest to the Leather Trade and which can be shipped from Canadian stocks.

CHROME LEATHER BLACK G
CHROME LEATHER TAN 2G.
CHROME LEATHER BROWN G.
BASIC TAN O.
BASIC DARK BROWN P.
MAGENTA POWDER.
METHYL VIOLET 2-B CONC.
FRENCH BLACK 2938.
CHRYSOIDINE R. CONC.
BISMARCK BROWN R. CONC.
FAST RED A.
NEW PHOSPHINE R.
AURAMINE O. CONC.
ORANGE 11.
PONCEAU G.
BRILLIANT BORDEAUX 2-B.
ACID PRUNE V.
NAPHTHOL BLUE BLACK 10-B.
NAPHTHYLAMINE BLACK H.
LIGHT ACID BROWN L.
DARK ACID BROWN L. R.
NIGROSINE W. S.

Product Samples, Patterns and All Particulars from

L. B. Holliday & Co., Limited

Canadian Office and Warehouse:

27 St. Sacrament Street, Montreal

Orders Supplied Direct from Canadian Stock. New Products will be Added from Time to Time

Cables, "Dyewares," Montreal. Telephone Main 8105

The Globe Pillow Welt

For fit, style, comfort and quality, there is nothing like our Globe Pillow Welt Shoe. It is made on a nature last, which gives to the foot all the room needed and still is of the very best style. The Pillow Insole insures a comfort enjoyed only in a shoe made under the Pillow Welt process. The best leather that money can buy, used under the best welting process known, makes the quality unequalled.

Our Baby Walk shoes are made on the same process, but the Out Sole is soft and flexible, such as required for a Baby's foot. The Quality and Style are of the Globe Pillow Welt Standard.

Globe Shoe
Limited

Factory TERREBONNE, QUE.

MONTREAL OFFICE
J. A. Bluteau, Representative
11a St. James Street
SELLING AGENTS
L. H. Packard & Co., Ltd.
Montreal

"EUREKA"

There is Big Demand for Brogues and We Can Give Quick Delivery

We particularly emphasize our No. 8339 calf brogue oxford on Last 55 in any color. Royal Purple, Mahogany, and Nut Brown are the popular shades. Our brogues have a full middle sole and are Goodyear stitched.

Strap, Cross-Strap and Tie Pumps on our new No. 100 Last with 12/8 or 13/8 Cuban heel are big sellers.

Write for samples and quotations of Growing Girls', Misses' and Children's lines.

If you demand shoes at a cheap price you can get them, but if you want quality buy EUREKA shoes.

Do not fail to write us and we will show you our samples in Montreal at any time.

Eureka Shoe Co., Limited
THREE RIVERS, QUE.

In the eyes of Man

-the sales power is still the best TEST of VALUE

The sale of Tetrault Shoes leads by far that of all other Canadian shoe manufacturers. The natural conclusion is Buy Tetrault Welts, which are the standard men's shoes in Canada.

If you buy quality, not discounts; selling features, not prices; you will naturally look to Tetrault for your supply of men's Welt Shoes.

To be imitated is the sincerest compliment.

Many factories are trying to make shoes like Tetrault, but they fail in working out those essential details, which characterize our shoes and make them the acknowledged standard of Men's Goodyear Welts in Canada.

The leading Jobbers throughout Canada carry an extensive range of our lines.

The Tetrault Shoe Manufacturing Company

Limited

MONTREAL - CANADA

The

"AMES HOLDEN"

Brand of

Rubber Footwear
Canvas Rubber-Soled Shoes
Felt Shoes and Slippers

IS NOW ON THE MARKET

Manufactured and sold by

Ames Holden McCready, Limited

Halifax, St. John, Quebec, St. Hyacinthe, Montreal, Ottawa, Toronto, Kitchener, London Winnipeg, Regina Saskatoon, Edmonton, Calgary, Vancouver.

LEATHERS

Glazed Kid
Side Leathers
Glove Leathers
Shoe Findings

Correspondence Solicited

PIERRE BLOUIN Limited
QUEBEC, 60 Colomb St. **MONTREAL, 256 Lemoine St.**

THE ROBSON LEATHER CO LIMITED
HIGH GRADE SIDE LEATHER
OSHAWA RLCo CANADA

TANNERS AND CURRIERS

Tan Chrome Sides
Mahogany Chrome Sides
Royal Purple Chrome Sides
Elks, various colors
White Buck
Chrome Patent Sides
Dull Chrome Sides
Bright Boarded Sides
Retan Storm Leather
Chrome Tongue Splits

The Robson Leather Co. Limited
MONTREAL OSHAWA QUEBEC

THE BOSTONIAN SHOE

Welcome!

The Toronto Office of the James Robinson Company Limited extends the heartiest welcome to visiting shoemen. Situated at 8½ Lombard Street it is but two streets north of King Edward Hotel. Here we have on display a most complete range of the market's newest offerings.

Whether you come to buy or just to "browse around" we shall be delighted to see you. Will you come?

James Robinson Co., Limited

Specialists in Fine Footwear

MONTREAL

THE BOSTONIAN SHOE

To our way of thinking there is not another shoe on the market of greater value to the merchant than the one whose trade-mark appears above. This feeling is shared with us by a host of others who have handled and felt its business-getting power.

What is the reason?

Simply an instance of style, materials, workmanship—yes, and price too!—successfully combined.

May we suggest that you examine samples.

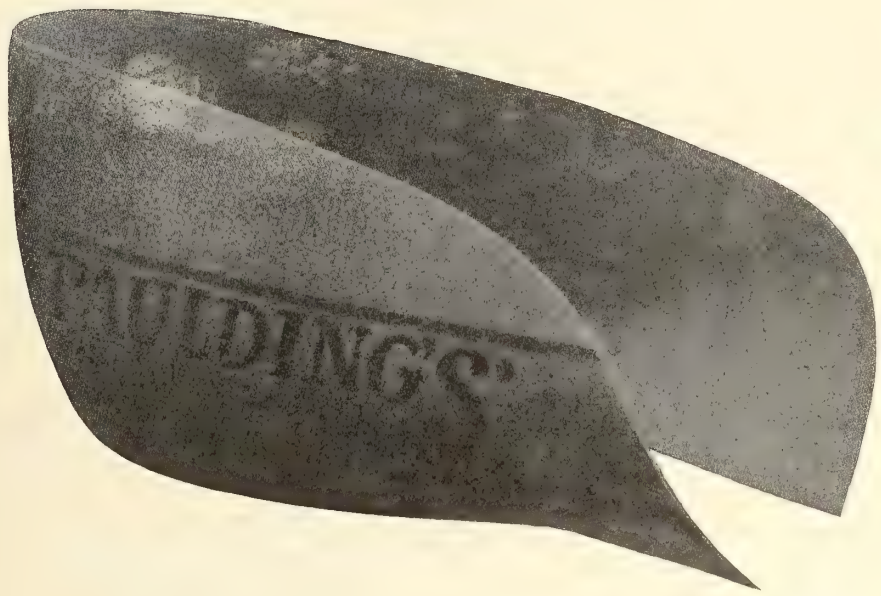
James Robinson Co., Limited

Specialists in Fine Footwear

MONTREAL

AIRD & SON
REG.
MONTREAL

SPAULDING'S
Fibre Counters
Guaranteed



SPAULDING FIBRE COUNTERS

Have those perfect-fitting qualities that develop the full beauty of the model and give full effect to the latest footwear styles.

J. SPAULDING & SONS CO., INC.

Main Office and Factory
NORTH ROCHESTER, N. H.

PHILADELPHIA
John G. Traver & Co.
141-143 No. 4th St.

CINCINNATI
The Taylor-Poole Co.
410-412 E. 8th St.

SEVEN FACTORIES
Tonawanda, N. Y.
No. Rochester, N. H.
Rochester, N. H.
Milton, N. H.
Townsend Harbor, Mass.

Boston Office
203-B ALBANY BUILDING

ST. LOUIS
The Taylor-Poole Co.
1602 Locust St.

CHICAGO
J. E. D. McMechan & Co.
217 W. Lake St.

English Agents: J. Whitehead & Co., Ltd.,
Leicester, England.

Canadian Agents
International Supply Co., Kitchener, Ontario, and Quebec City. V. Champigny, Montreal

SPAULDING'S
OAK TAN
FIBRE INNERSOLING

DOUBLE "H" BRAND

Another step in our development has been the acquisition of the plants and staff of the gaiter and slipper factories whose output we controlled.

For economy and production, as well as to enable this company to ensure for its customers a source of supply that will be continuously satisfactory, it was decided to acquire and operate the two plants as a separate unit under the title of

Hall, Hodges and Blondeau, Limited

We claimed to handle the best fitting gaiters and slippers in Canada, we can claim now also that we make them.

This Company specializes in supplying distinctive footwear of all kinds, and as we number among our customers the leading houses in England, Scotland, the United States, and New Zealand, as well as in Canada, we feel particularly well able to fill your requirements.

HALL and HODGES

LIMITED

16 St. Sacrament St., Montreal

During Convention We Announced—

Opened New Toronto Show Room Displaying.

Men's and Boys' Welt Shoes
Girls' and Misses' Fine Shoes

Best Value in English Slippers
Order immediately

New Prices on Felts and
Boudoir Slippers and Spats
Quotations Gladly Given

LATE FALL PRICES REDUCED ON ALL LINES

We have been working overtime

WHY?

Guaranteed Products or Money Refunded

Big Turnover - Small Profits

Griffin Polishes, Powders, Dyes & Cleaners

GUARANTEED LEATHER INSURANCE—PROFIT MAKERS

IMMEDIATE STOCK "SERVICE" EVERYTHING IN FINDINGS

CANADIAN SHOES-FINDINGS-NOVELTY CO.

TORONTO: 2 Trinity Square **MONTREAL:** 153 Peel Street

Hydro City Shoe Mfrs.
Limited
Kitchener - Ontario

HYDRO CITY SHOES for this coming Fall and Winter maintain their well merited reputation as a distinctly high grade footwear. The materials, workmanship and styles are exceptional, and the prices we are quoting are the most attractive in many a day.

A few samples would quickly prove the advisability of your handling them. Why not get in touch with us?

LADY BELLE

Two Popular Styles—

—at the N.S.R.A. Convention
King Edward Hotel
Toronto

The Lady Belle Shoe Co., Ltd.
Kitchener - Ontario
Makers of High Grade McKays and Canvas Shoes for Women.

A Getty & Scott two-strap. All leathers.

Two-button one-strap. 14/8 Cuban heel. Getty & Scott.

Particularly pleasing are the new designs which we are showing in this famous old line and quite up to the high standard expected of CLASSIC Shoes. These models have won instant approval from the dealer and his customer alike. Our salesman will be only too glad to show them.

The popularity of CLASSIC Shoes has been built up through the honest endeavor to produce a shoe that is the utmost in appearance, comfort and service. The dealer who does not carry them is neglecting the opportunity to bring the best trade in the community to his store.

Sport Oxford in tan or black calf. Getty & Scott.

GETTY & SCOTT LIMITED

GALT — — ONT.

FRANK SLATER

Strider

REGISTERED

SHOE

ESTABLISHED 1903

Are You the Man?

ARE you making an effort to increase your business? Are you determined to keep down your inventory? Are you anxious to turn over your capital more often?

If you can say "YES" to these questions, and if there is no STRIDER SHOE agency in your town, you will be interested in our IN STOCK department.
We carry in stock over 30 lines of Men's and Women's Fine Welts in High Shoes and Oxfords.

"STRIDER SHOES" ARE THE MOST PROFITABLE WELTS YOU CAN SELL

SAMPLE PAIRS OF ANY LINE ON REQUEST

EAGLE SHOE CO. LIMITED

587 BEAUDRY STREET MONTREAL

Strider REGISTERED

By Every Standard of Comparison "STRIDER SHOES" are Better

Now Ready to Ship.

No. 6016. Men's Duchess Brown Calf, Ball Strap Oxford. On Last No. 60. A smart square French Toe. Carried in stock C width, sizes 5-10.

No. 6017. As above on Last 34, which is a semi-recede toe.

These are both big sellers.

No. 5014 Royal Purple Rena Oxford, Single sole, last 406, C & D width, sizes 2-7. Price, $5.65.

SHOWING THE WAY TO BETTER BUSINESS

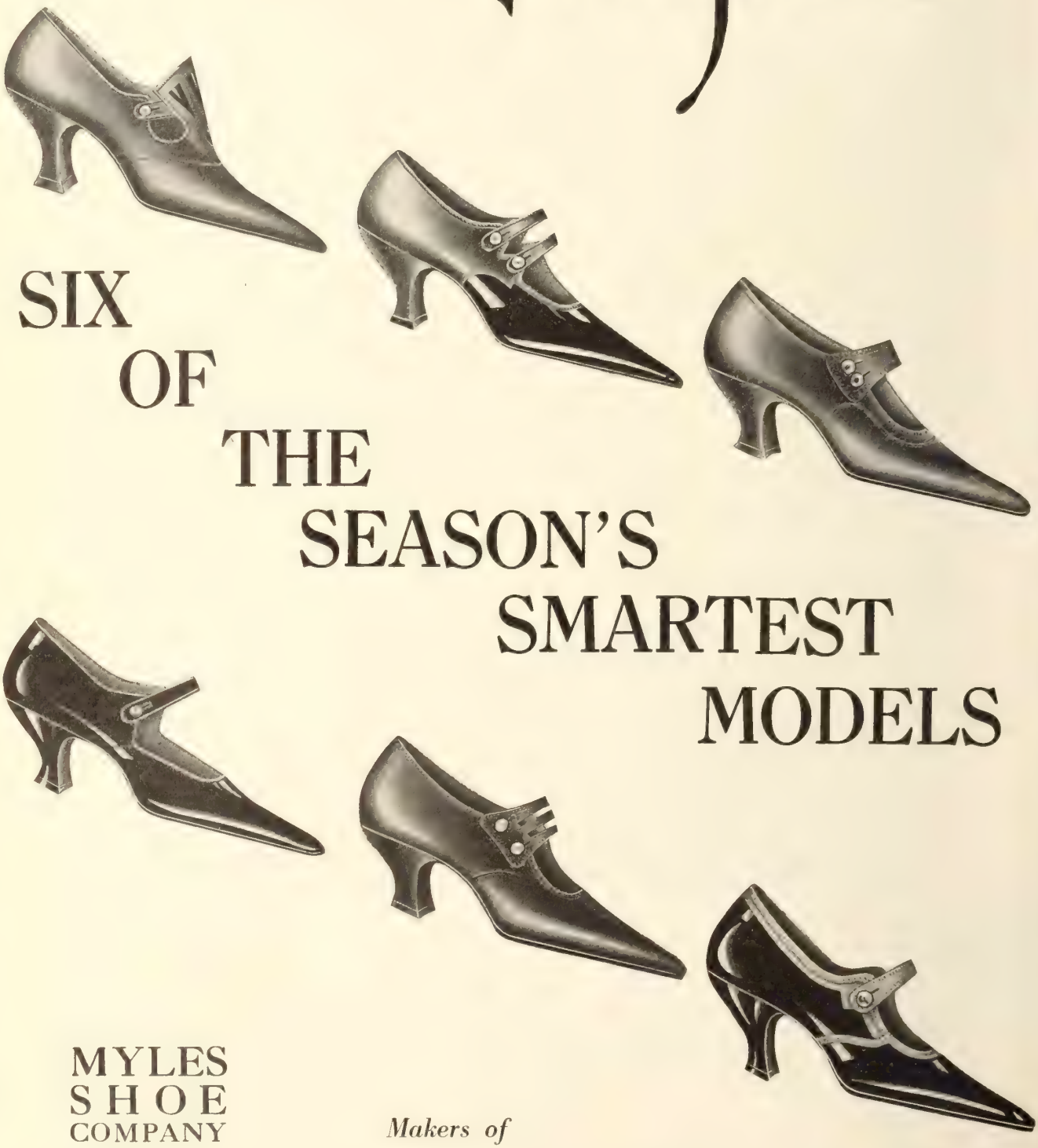
The way to Better Business is shown by Better Styles. You will be sure of style when you buy Talbot Shoes and you can sell them with assurance as there is Fit and Wear embodied in them. These three qualities at most reasonable prices give you entree to the best trade in your town.

THE TALBOT SHOE CO.,

LIMITED

ST. THOMAS ONTARIO

Myles



SIX
OF
THE
SEASON'S
SMARTEST
MODELS

MYLES
SHOE
COMPANY
LIMITED
TORONTO

Makers of
High Grade Turns
and Welts

Goodrich "Hi-Press" Rubber Footwear

Mark this—for genuine service, comfort value, there is not another line of Rubber Footwear manufactured that excells Goodrich "Hi-Press." That is the conclusion reached after hearing the reports of both dealers and wearers during the many seasons Goodrich "Hi-Press" have been on the market.

for

Farmers
Fishermen
Miners
Lumbermen

As a business proposition they prove unusually attractive. The margin of profit allowed is very liberal and yet they sell at a price that means a brisk turnover.

Almost every man who works or lives out of doors has need at some time or another for Gooderich "Hi-Press" — "the rubber footwear with the red line 'round the top."

We carry a full line in stock at all times. Let us send you samples and prices.

Croskery & Company, Ltd.

IMPORTERS AND DISTRIBUTORS FOR ONTARIO

220 King Street West - Toronto

Smart Footwear for Women

One Shoe---in Three Styles

And Five Leathers for Fall Delivery

Another number from our line that meets the approval of the discriminating buyer—

Plenty of style—yet built on conservative lines—no style gamble in this shoe.

You can order now with the perfect assurance that the style will be right during the entire fall season.

Let us have your order for all styles in all leathers or otherwise as you may elect.

No. 345 THE CO-ED One Strap, Goodyear Welt, 107 last, 1½ inch military heel

Grade A Russia Calf, any shade, with ball strap. Price.....$6.00
Same, without ball strap. Price.....$5.75
Patent Colt, with ball strap. Price.....$6.00
Same, without ball strap. Price.....$5.75
Brown Side, with ball strap. Price.....$5.35
Same, without ball strap. Price.....$5.15

Grade B Russia Calf, any shade, with ball strap. Price.....$5.75
Same, without ball strap. Price.....$5.50
Gun Metal Calf, with ball strap. Price.....$5.50
Same, without ball strap. Price.....$5.25
Brown kid, with ball strap. Price.....$6.50
Same, without ball strap. Price.....$6.10

Imitation Ball Strap on any of above 10c. eqtra.

Gun Metal or Russia Calf with Wing Tip

Patent Colt with plain Tip

NEW YORK OFFICE
437 Marbridge Bldg.

CHICAGO OFFICE
304 Lees Bldg.

Imitation Wing Tip

The HOLTERS COMPANY
Cincinnati, Ohio

Smart Footwear for Women

Distinction and Individuality

Mark These New Fall Oxfords

Last minute Style and Quality Supreme are embodied in this showing of "HOLTERSHOES."

Built on sturdy, comfortable and graceful lines and in the various leathers they form an exceptionally attractive addition to your stock that cannot fail to increase your volume of sales.

Descriptions

No. 348—Six Eyelet Russia Calf Welt Oxford, 107 last, 1½ inch military heel

Grade A Russia Calf, any shade with ball strap. Price $6.00
Same, without ball strap. Price $5.75
Patent Colt, with ball strap. Price $6.00
Same, without ball strap. Price $5.75
Gun Metal Calf, with ball strap. Price $5.50

Grade B Russia Calf, any shade with ball strap. Price. $5.75
Same, without ball strap. Price $5.50
Brown Side, with ball Strap. Price $5.35
Same, without ball strap. Price $5.15
Gun Metal Calf, without ball strap. Price $5.25

This style carries a pinked tip; ball strap and vamp. Can be made plain.

Write or wire orders for early fall delivery.

NEW YORK OFFICE
437 Marbridge Bldg.

CHICAGO OFFICE
304 Lees Bldg.

Gun Metal or Russia Calf with Wing Tip

Patent Colt with plain Tip

Imitation Wing Tip

The HOLTERS COMPANY
Cincinnati, Ohio

FLEET FOOT

Nationally Known
Nationally Worn
Nationally Advertised

FLEET FOOT—with a national prestige, popularity and publicity—are building up a wonderful business for every dealer who features these stylish, dependable, economical summer shoes.

The **FLEET FOOT** slogan—"Fleet Foot for every member of the Family"—has helped to make **FLEET FOOT** the big sellers of the summer season.

August and September are still ahead. Keep **FLEET FOOT** in your windows—get the benefit of **FLEET FOOT**, the only summer shoes nationally known and nationally advertised.

orting orders will be promptly filled through the nearest service branch.

Dominion Rubber System

Service Branches are located at:

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Brantford, Kitchener, Hamilton, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER
SYSTEM
AND ASSOCIATED COMPANIES

Footwear in Canada

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Revival in Local Association Work Needed

It is regrettable that the association activities in the Canadian shoe retail trade should be marked by a lack of interest in the work and welfare of local organizations. Such a state of affairs is very unfortunate, but undeniably it exists and has, in recent months become an outstanding case in point. It seems to be impossible to bring the local members of the trade together to discuss matters even of the greatest importance. A circular sent out to some four hundred shoe retailers in this city a few months ago, asking them to attend a meeting at which the question of affiiliation with the Retail Merchants' Association was brought up, resulted in a rally of six, including officers. Such total disregard for the interests of the trade is nothing short of lamentable. Sermons on the advantages of, and necessity for, organization have been preached until no doubt they begin to get tiresome, and we do do not propose to preach another just at this juncture. If a man's common sense and personal observations will not convince him of the benefits of co-operation, we are doubtful if anything else will. We suppose the underlying cause of the trouble is that each individual retailer is so buried in the details of his own business that he takes time to think of nothing else. He is so occupied with his own affairs that he does not give a moment's consideration to the affairs of the trade in general. And by this very attitude he stands in his own light and hampers the development of his business, never realizing that in half an hour's discussion of business problems with his fellow retailers, he may find the solution to some of his difficulties, which half a year of trouble and brain fag have failed to discover. There is a possibility of keeping one's nose so close to the grindstone that one can see nothing but the grindstone.

Mr. Geo. St Leger, who was elected president of the Toronto Association at the last annual meeting of that body, has this to say about conditions locally: "The majority of the retail shoemen of Toronto want neither an association nor any of the benefits to be derived from an association, of which proof is shown by their refusal either to join the association or to attend meetings. I am personally convinced that there is strength in union and that the other branches of the trade will demonstrate it to us."

This is certainly putting it rather strongly, but we trust it is not antagonism to the association idea, but rather a temporary preoccupation with private affairs that is the cause of the conditions in Toronto, and that when these conditions are brought to the attention of the local retailers they will rouse themselves and again seek to make use of the now rusty weapon of co-operative effort.

Why Not a Walk-More Campaign?

"Five pairs of shoes worn out in 134 days, and nearly through the sixth pair! What a godsend to the shoe retailer—if we could only make it fashionable, exclaimed Eddie.

"Make what fashionable? Wearing out six pair of shoes in 134 days? Do you propose to introduce a special grindstone for the purpose?" enquired Jim somewhat sarcastically

"Oh! No! All that's necessary is to start a craze for transcontinental hikes. Here's the newspaper heading. 'Wore out five pairs of boots in transcontinental tramp—Mr. and Mrs. J. H. Dill make record time of 134 days in walk from Halifax to Vancouver.' It's an admirable idea, don't you think—for the general public, that is,—not for us shoemen; we'd be so busy selling shoes, we'd have no time for walking, except to carry money to the bank."

"Excellent idea, no doubt," said Jim, still with a touch of irony. "But there's just one weak point that might be mentioned. If you get all the people walking out of this town on a trek to Toronto, say, it's just possible that they wouldn't care to carry that extra five pairs in their knapsack, and would buy them en route. And while the population had temporarily emigrated, there'd be no one in this burg for us to sell shoes to. That's just one trifling difficulty."

"Oh! That's easily gotten over, Get 'em walking from Toronto this way. Advertise 'Free beer'—One glass for every hundred miles.

Petty Faults in Canadian Shoes

On another page of this issue appears a letter from a Winnipeg shoeman, in which he complains of various petty faults which he says are prevalent in Canadian made shoes. We do not presume to judge whether or not all his criticisms are justified. Doubtless some of them are; for there is probably no manufactured product that has reached such a height of perfection that it is impossible to find some fault with it. The criticisms have this merit, at any rate, that they are constructive; the shortcomings our correspondent points out, are for the most part, remediable, and we believe that Canadian shoe manufacturers will read his letter with interest as a candid, but kindly, expression of the retailer's viewpoint.

The writer of the letter certainly has no serious quarrel with "Made-in-Canada" footwear: for he admits that in the store with which he is connected, the proportion of U. S. shoes in their stock has been reduced from about 50 per cent. to about one per cent., and that, as the month of April last was one of the best in the firms history, it is evident that no customers have been lost by the change. However, it is only by seeking to discover the weak points in our products that we are going to attain, and maintain, the standard which we want the "Made-in-Canada" brand to stand for, both at home and abroad. For this reason the manufacturers are particularly interested in receiving constructed criticisms from the retail trade. The elimination of some trifling defect which is, perhaps, overlooked by the maker owing to the fact that he is not in touch with the actual consumer, may greatly increase the saleability of a product, and we feel certain that anything the Canadian shoe merchants have to say, in the spirit of helpfulness, with regard to possible improvements in Canadian-made shoes will be welcomed by the manufacturers.

No doubt members of the manufacturing branch of the industry will be glad to answer some of the criticisms the writer of the letter in question has made, while members of the retail trade may care to corroborate or contradict his statements, according as they may or may not have been borne out by their experience. We shall therefore be pleased to leave our columns open for discussion by our readers upon the points brought up.

Reduce Expense -- Increase Turnover

"Economy and turn-over" will make a good slogan for the shoe merchant during the days of the readjustment period. Expenses should be cut to the limit at every possible point, except for advertising—there, you can't afford to cut very much, if at all. You must keep your name and your goods everlastingly before the public, else they may pass by you and deal in another store, or perhaps not buy goods at all which they would have been glad to buy if you had presented their merits to them through the medium of printed salesmanship. But at other points expenses must be trimmed, and trimmed thoroughly. Here are some questions for the shoe merchant to ask himself:

Am I buying economically?

Have I reduced the number of styles in stock to the lowest point that is possible without losing an undue number of sales?

Am I guessing at sizes required, or am I buying only what sizes I actually need, as indicated by an efficient stock control system?

Could I not, to advantage, eliminate credit?

Can delivery expense be reduced?

Is there any deadwood in the organization?

Are all my employees "delivering the goods?"

Is my stock in condition to allow me to give my customers full advantage of price reductions in any line as soon as it occurs?

Could turn-over be increased by more effective advertising or window displays?

It must always be remembered that store expense is a relative matter, and the question is whether the merchant's expenses are low in proportion to sales. It would be good business to increase expenditure for advertising if thereby a greater proportionate increase is secured in turn-over. Trim expenses at every point, except those at which reduced expenses will be reflected in reduced sales.

When You Work for a Man---

Perhaps a word of advice may not be out of season these days. There are so many store clerks who never make any progress, but who simply drift and drift, till they finally find themselves stranded on the barren waste of failure—all because they take a wrong attitude to their work, and, indeed, towards life in general. Here are a few things for the employee to remember:

When you work for a man—his business is your business; his customers are your customers; his success is your advancement. Unless he prospers you can't expect to prosper, and his prosperity depends, to a greater extent than you, perhaps, realize, upon your efforts. The employee who is looking out for No. 1 all the time is very seldom the type that ever reaches a position of responsibility and high remuneration. The average employer has a sense of justice and also a certain amount of common sense, and he will naturally award promotion when the opportunity comes, to the man who has shown in the most practical way that he has the interests of the business at heart.

You are an expense to your employer. How far do you seek to increase the ratio of the business you produce to the expense you incur? It is your success in that direction that makes you a truly valuable employee.

Petty Faults In Canadian Shoes

Winnipeg Shoeman Criticizes Home Product on Grounds of Lack of Attention to Details

Winnipeg, June 15, 1921

Editor, Footwear in Canada.

Selling Canadian-made shoes has been a popular subject for some time, but always from the standpoint of the desirability of selling a home product that we may give employment to the men of our own country.

Three years ago shoe merchants and salesmen all thought that they could not carry on a high class city shoe store without an assortment of high grade American-made footwear for their best trade. But this condition has been very largely changed now. The department in which the writer is employed is probably typical of most of the stores in this city at least, and, I believe, elsewhere in Canada. We used to have a good assortment of high class shoes from four different U. S. manufacturers. Now we have only one small line of U. S. shoes, consisting of about thirty pairs of a special orthopedic shoe. That is to say, they have been reduced from about fifty per cent of the stock to about one per cent of the stock, and as April has been one of the best months the firm has had in the last fourteen years, it is evident that no customers have been lost by the change. There is, of course, a a lot of prejudice to overcome, but this is not the only trouble the shoeman has to contend with. Our greatest difficulty is caused by the numerous small, but very real defects to be found in all lines of our Canadian made shoes.

The writer is familiar with about forty of the best lines of Canadian-made shoes, and has found them all subject to the same criticism—namely, that of having petty faults which could, in most cases, be easily removed without any appreciable increase in cost.

Twenty years experience in cutting and making leather goods have taught me that defects in leather and workmanship are bound to get by the best of cutters and the keenest of inspectors, but this only applies to individual pairs of shoes and does not excuse defects that are the result of defective specifications which affect whole lines of shoes.

Unsatisfactory Shoe Laces.

For instance, about a year ago, I saw a shipment of three large lines of men's dark brown dress shoes, each pair fully equipped with light tan laces, the effect of which was to cheapen the shoe to an almost incredible degree, and as it took over two gross of dark brown laces to make the shoes saleable at their proper price, there was several dollars loss for no purpose at all. this habit of putting in wrong laces is very common in men's women's and children's shoes. Last summer I saw an excellent line of women's dark brown oxfords with bright red laces in them, and recently a beautiful line of children's dark brown elk shoes were spoiled with a lot of wretched little bright tan laces, which were altogether too short, and only stout enough for an infants' soft sole boot.

It has been said on good authority that at present ninety-five per cent of the shoes in Canada are home produced, and the quality of the leather in the soles and uppers would warrant our manufacturers in hoping to hold the market, as at present, but if the numerous defects are not remedied, they will soon reduce this percentage to nearly the old basis.

Trouble with Louis Heels.

One Canadian firm who makes women's shoes with covered Louis heels have a standard of quality in their wood heels that cannot be surpassed anywhere, but most of the covered Louis heels we get are more or less defective, the breakage in some cases running up to ten or fifteen per cent during the early life of the shoes. But it is the so called "solid leather" Louis heels that have produced the worst effect on the public mind. This heel usually breaks near the middle or else, after being wet a couple of times, it bends under the instep has to be replaced. I have seen lines of shoes from a good house where the breakage of this class of heels seemed to run over fifty per cent during life of the shoes, thus causing heavy direct losses to the dealer, who is obliged to make repairs without charge. But it is the indirect loss from which the shoe retailer suffers most, for even though he makes prompt repairs, many good customers are lost to the store.

Loose Linings.

Another great source of annoyance is loose and defective lining in the vamps of the shoes This is especially common in certain makes of otherwise high-grade men's shoes. This fault will be found in almost any line of shoes, but it is inexcusably common in certain lines.

The effort to make shoes look neat by using extra small eyelets in men's kid boots has produced much trouble by reason of the eylets pulling out in a very short time. Similar results are got by putting the invisible eyelets in thin or spongy facings. I recently saw a large shipment of men's good calf shoes badly spoiled by invisible eyelets placed in facings that were little better than ordinary shoddy.

Heels Out of Proportion.

Why should it be common in a woman's street oxford to find that the line sized two and a half to nine in width A to D all equipped with the same sized heel, thus making the two and a half shoe look clumsy with a heel that is excellent and well-balanced on the size five or six, while on the eight or nine the same heel looks foolishly small and inadequate to carry the large person who is certain to wear it.

Different Shades in Standard Lines.

Great annoyance is caused by changing the shades of colour of standard lines of shoes carried in stock by the makers. It works out this way: The dealer buys a line of mahogany shoes, No. 502, and finds them selling well at $10.00. When the sizes begin to get broken, he then orders number 502 with sizes to fill the line complete again, but when they arrive he finds the shade changed to dark brown or light tan. Very real trouble now develops, for the dealer finds that in place of one well asorted line he has on his hands two broken lines.

Variation in Sizes.

Much trouble would also be avoided if we had a really fixed standard of sizes. It is a well known fact that one may easily find one shoe size eigth D just as long as a size nine D from another line made by the same company. Here is an instance of the mischief caused by such variation in the size of shoes which, according to the mark, should be the same length. It just happened to-day that I was called to attend a lady customer who had a very sore foot. I found that her boot measured just 5 D, and she had on a shoe from a

good house marked 5 D, but it was under the standard size at least half a size, with the result that a very painful bunion had developed as well as severe arch trouble.

Recommends Standard Carton.

The secretary of the Shoe Manufacturers' Association told me several months ago that they were going to adopt a standard shoe box. That is good news. Why not also a standard label for the box, and thus do away with the loud and objectionable advertising labels now in use thus avoiding the necessity for re-labelling, which is a common practice at the present time in the retail stores?

Canadian shoes have up-to-date style and fitting qualities, and good materials, but they still want much attention to detail to enable them to win on their merits against all comers.

(Sigued) R. H. Halpenny

Industry Consistent in Advocacy of "Made-in-Canada" Idea -- Says Mr. Weaver

Toronto, June 28, 1921

Editor, Footwear in Canada.

In the leading editorial of your June issue you intimated that Canadian shoe manufacturers were not consistent in their advocacy of the "Made-in Canada" idea because they were not buying leather and other materials in the domestic market. You cited the remarks of one leather manufacturer who was reported to have said that he was buying his leather across the line and you commented as follows: A course such as this seems to taint the whole 'Made-in Canada' campaign with a flavour of hypocrisy, which will surely spoil it for the consumers palate."We are sure that you do not wish to imply that Canadian shoe manufacturers generally are hypocrites, because a proportion, and a very small proportion at that, of the leather which they use is purchased abroad.

The last report on the leather boot and shoe industry issued by the Dominion Bureau of Statistics and referring to the year 1919 shows that the leather shoe manufacturers in that year purchased and used leather to the value of $32,473,053.00. In the fiscal year ended March 31, 1920, imports into Canada of sole leather and upper leather, and calf, kid or goat, lamb and sheep skins tanned, dressed, waxed or glazed, represented a total value of $9,076,394.00, but by no means all of this imported leather was used by the boot and shoe industry. A very considerable amount was used in the manufacture of gloves, and other leather products. Information is not available as to how much imported leather was used by the manufacturers of boots and shoes, but it evident that the proportion is small. As you know the manufacture of kid leather in Canada was practically discontinued until the last two or three years and still considerable quantities of kid have to be imported from abroad. Some calf leathers also are imported, as well as some specialties and novelties in colour or finish. Such importations are necesary that the Canadian manufacturer can offer effective competition with certain lines of imported shoes.

We appreciate, of course, that Footwear in Canada does not want to be unfair to the shoe manufacturers, but we believe that there is danger that your editorial might be interpereted as a reflection on the Canadian shoe manufacturing industry as a whole. To a greater extent than in almost any other Canadian industry, the shoe manufacturers are buying their supplies in the Dominion and for the most part the only materials imported by them are goods which are not obtainable in the Dominion. A few individual manufacturers may not be entirely consistent in this respect, but the industry as a whole is consistent in its advocacy of the "Made-in-Canada" idea.

SHOE MANUFACTURERS' ASSOCIATION OF CANADA.

(Signed) S. Roy Weaver.

Manager.

It certainly was not our intention to imply that Canadian Shoe manufacturers, in general, were hypocrites. We used the incident referred to in the editorial in question, however, to bring home the fact that the "Made-in-Canada" slogan is an insincerity on the part of any manufacturer who does not apply it to all his own purchases (not confined to leather alone) as far as possible. Some have not done so, probably because the matter has not ben presented to them in this light.—Editor.

Mr. Walter T. Devlin, Manitoba vice-president of the N. S. R. A

Joins Hector Shoe Company

F. X. Leblanc, formerly with Aird and Son, Montreal, has joined the Hector Shoe Company, 331 Demontigny Street, East, Montreal, manufacturers of a complete lie of turns and also specializing in Childrens' McKays. Mr. S. Desrochers is the other partner in the firm. An announcement of the firm will be found in our advertising pages.

Neat Day and Martin polishing outfit

The Third Annual Convention of the N. S. R. A. in Review

In the Following Brief Report of the Toronto Gathering, the proceedings have been Condensed into the Most Readable Form

The convention was opened at 10.15 by President Geo. G. Gales. Mayor Church, of Toronto, was present to welcome the delegates and extended to them most cordially the freedom of the city, handing them, as he neatly put it, the keys of every civic institution except the gaol. Mr. C. R. LaSalle, vice-president for the province of Quebec, made response on behalf of the shoe retailers of that province, and Mr. E. A. Stephens, Ontario vice--president, replied for the Ontario men. Mr. H. W. Rising, of St. John, vice-president, for the Maritimes, it was announced, was unable to be present on account of illness, and Messrs, W. R. Devlin, of Winnipeg, and James Goodwin, of Vancouver, were likewise prevented from attending owing to unavoidable circumstances.

The minutes for the year 1920-21 were adopted as read, on motion of Mr. J. N. Brownlea, seconded by Mr. Levine.

Secretary's Report.

The secretary, Mr. Howard Blachford, of Toronto, was called upon to present his report for the year now closing. His report showed that there were 362 members in good standing on the books of the association, which he thought was an excellent showing, considering the fact that the organization was only two years old. He suggested, however, that some effective means of collecting dues be considered, since he believed that a large number of retailers would willingly come into the association and pay the fees, if there was some good way of getting in touch with them.

The secretary added that the members of the N. S. R. A. had been circularized on various ocasions during the year when their was information to hand which appeared to be of sufficient importance to justify this procedure and besides this, thousands of these letters had also been sent out to non-members in the hope that it would convince them of the value of the association and to induce them to join.

Four executive meetings, the secretary reported, had been held during the year.

It was pointed out that one of the beneficial results of the association's activities had been the reduction of the amount of U. S. advertising in Canadian newspapers. This matter had been taken up very vigorously at the convention last year, and, through the co-operation of the press, this advertising which was inducing buyers to go across the line to secure their needs had been considerably lessened.

Mr. Blachford concluded his report with a word of thanks to his co-workers, who, he said, had always been very ready to help him out. He made the suggestion that it would make for efficiency if the nomination committee would see that, if possible, the president and secretary of the association for the coming year were located in the same town. The fact that business had to be transacted by mail sometimes retarded progress when matters of importance had to be dealt with.

On motion of Mr. Fred R. Foley, the secretary's report was adopted.

The treasurer, Mr. J. W. Jupp, reported that the association had started the year of 1920-21 with a balance of $865. The receipts during the year were $1,077 and the expenditures $1,466, which, with a small amount returned on incidental expenses, left a total of $489 on hand. Mr. Jupp's motion for the adoption of this report was seconded by Mr. Geo. St Leger, and carried.

The next order of business was the appointment of committees by the present, which were as follows:

Resolutions Committee: F. H. Kickley, C. R. LaSalle, Hugh F. Murray.

Nominations Committee: W. T. Fegan, Chas. L. Owens, R. LeSueur, Fred T. Jackson.

Finance Committee: Fred R. Foley, E. A. Stephens, J. N. Brownlea.

Our Outstanding Asset, The Boy

At the Noonday luncheon on Wednesday, Judge H. S. Mott, of the Toronto Juvenile Court, was the speaker, his subject being "Our Outstanding Asset, the Boy." The Judge brought home his message most forcefully, showing how intimately it affected the shoe retailer, as well as those in all other walks of life. "I submit," he said, "that, while the boot and shoe business is one of the most necessary and most honourable in the world, the greatest field of service is in connection with the young life of our land. Every boy and girl should have a chance to develop his abilities along the lines for which he, or she, is particularly fitted."

On motion of Mr. Howard Blachford, seconded by Mr. C. R. Lasalle, a very hearty vote of thanks was tendered to Judge Mott.

The Upper Leather Situation

At the Wednesday afternoon session, the first speaker, was Mr. C. G. Marlatt, of Marlatt & Armstrong, who dealt with "The Upper Leather Situation."

Mr. Marlatt quoted figures from the latest Government report on the tanning industry, which referred to the year 1918. These showed that there were at that time 139 tanneries in Canada, seventy-seven being located in Quebec, forty-six in Ontario, six in Nova Scotia, three in Manitoba, two in each of the provinces of New Brunswick, Alberta, and British Columbia and one in Prince Edward Island. The total value of the products turned out by this industry during the year was approximately $33,000,000, and the total investment required to turn out these products, $28,500,000. The value of upper leather and calfskin produced ran close on $13,000,000. The values in 1918 were high,

H. C. Blachford, Secretary

F. A. Stephens, President-elect

J. W. Jupp, Treasurer

and the same business would not require as great capital to-day.

It was encouraging to see that the upper leather made by Canadian tanneries in recent years had been of a higher standard than formerly and that imports had been considerably reduced as a result. The higher rate of exchange had also, of course, affected the import situation.

Optimism Among Tanners.

The speaker said he had recently written a number of upper leather tanners to see how they felt about production. The replies had been more optimistic than he had expected. Many believed that by Sept.1 there would be a decided improvement in the shoe business and that there would be an improved demand for leather in consequence.

Manufacturing costs, the speaker pointed out, were still very much higher than in the pre-war period, and, for that reason the price of leather could not be reduced in proportion to the cost of hides and skins. One encouraging feature of the situation was the improved prospects for export business. The possibilities with regard to foreign trade were more hopeful than they had been for some time.

As to the present situation with reference to prices, in their inventories last January the amount written off by the tanners would equal several years' business under normal conditions. Business has improved recently and the prices of hides and skins, in some instances, had advanced. A factor which had contributed to this had been the demand for novelty shoes, and changes of styles. The question was what would happen if there was a big demand for shoes on the basis of rapid style variation, while at the same time the retailers withheld their orders until the last moment. The feeling of the public was against any increase in prices, and the speaker did not suggest that there would be any shortage of hides, but strange to say two years ago there was a decided shortage, and the kill since then had been below the average. Tanners did not want a boom in prices, a steady demand was preferable to them, but there were indications that the tide was turning again, and that the pendulum might swing in the opposite direction.

It was said that many retailers were only buying sizes to fill in their stocks. This did not give the shoe manufacturer much chance, nor did it give the tanner a steady demand for his product.

The great war, concluded the speaker, had upset all former ideas of doing business, but the outlook for an abundant harvest at least means a return to a pre-war volume of business.

The next item on the program was a paper by Mr. Rowland Hill, Jr., on "How to promote efficiency in the sales force."

How to Promote Efficiency in Salesmen

Pointing out that efficiency had three aspects—physical, mental and moral, the speaker proceeded to show how necessary it was that the employer should take all three into consideration in his treatment of his employees.

The physical side of his salespeople's development should be of some concern to the shoe merchant, if for no other reason than that it affected his own interests. Two points of importance in this connection were hours of work and vacation periods. The hours of work should be as reasonable as possible, and every salesman should have at least two weeks vacation.

The Stimulus of Example.

In regard to the mental and moral welfare of the salesforce, the speaker brought out the point that this was largely influenced by the merchant's attitude of business ethics, his language and even his private life. A desire to be helpful on the part of the employer would also have a gratifying effect in guiding the employees along the right lines. He should seek to put them in touch with good reading, provide them with tickets for good business lectures and so forth.

Mr. Hill also made pointed reference to the inefficient manner in which salesmen were customarily trained. The inexperienced salesman was left largely to fend for himself, and, gradually picking up what he could in a general way, finally became what is called "an experienced salesman." The employer

was too busy to be a competent teacher, and other clerks had probably acquired what knowledge they had about the business in a similar fashion. The result was a salesforce "that does the best it can under the circumstances," instead of a really efficient organization.

Here Mr. Hill gave enthusastic testimony to the benefits of the course of the Retail Shoe Salesmen's Institute, in giving the experience of the best shoe merchandising and leather men in America, in such a form that salespeople can most fully benefit thereby. In Mr. Hill's store, in London, a "Round table study class" has been formed, based on the volumes of the course (reference to which was made in a recent issue of Footwear in Canada). The results, he declared, had been most gratifying and had created an atmosphere in which more efficient service and better and more intelligent work was made possible.

Know Your Men.

Co-operation, Mr. Hill, pointed out, was essential to effective work, but in order to secure it, it was necessary that the employer should get to know and understand his employees thoroughly and should be acquainted with their weak and strong points. He should also take them into his confidence, let them help with the buying, explain why one line should be sold in preference to another, let them know the cost of lines and the amount of business done. They should be made to feel, too, that good work would be rewarded financially. A bonus at stocktaking time, in addition to the usual good wage, has proved a fine thing for promoting loyalty and good feeling. A dollar bonus on a Saturday when over a certain amount of business was done had also proved an excellent stimulus.

The speaker summed up the various ways of promoting efficiency in the salesforce as follows:

1. Make your employees hours short enough to permit outdoor recreation.
2. Be an example morally. Help them in finding mental stimulus to efficiency.
3. Put your men in touch with a thorough systematic way of learning the shoe business. The Retail Shoe Salesmen's Institute will teach them for you.
4. Have get-together meetings of your employees at regular intervals.
5. Get acquainted with your men.
6. Take your men into your confidence on selling matters.
7. Let your salesmen help you buy.
8. Pay your men well.

Discussion.

Mr. Fegan enquired whether, after heads of departments had been appointed and had been holding their positions for some time, Mr. Hill had ever found it necessary to make a change and place someone else on the job and what the results of such action had been.

Mr. Hill stated that he had not been obliged at any time to do so.

In reply to a question from Mr. Jupp as to method of paying wages, Mr. Hill stated that in his store, they paid a straight salary, with 10 per cent. on findings, besides a fairly liberal use of P. M.'s and a bonus at stocktaking time.

Mr. Fegan inquired whether he had found that the 10 per cent bonus created a tendency to force sales of findings to the subsequent dissatisfaction of the customer.

Mr. Hill: In the case of arch supports I have found this to be so on one or two ocasions, but on the whole the system has worked out satisfactorily, and we undoubtedly sell a much greater quantity of shoe laces, polishes and so forth than we would if the bonus were not offered.

Mr. Gales: Do you not think that a small percentage on total sales would work out more satisfactorily, than bonuses applied to any particular line such as findings.

Mr. Hill: In a store such as ours, I think, not, due to the fact that certain of our staff are engaged on other work beside selling. Our window trimmer, for instance, has to do a considerable amount of sales work, besides attending to the trims.

Mr. C. E. Smith, of Peterboro, was next called upon to read a paper on, "Successful merchandising on a falling market."

Successful Merchandising on a Falling Market

This question of how to handle a business successfully on a falling market, Mr. Smith said, was an all-important one. The first phase of the subject was that of buying, and in this connection, his first advice was, "read your trade journals—study them." Everyone would agree that the information obtainable from that source was much more reliable than what had appeared in the newspapers.

"Next," said the speaker, "watch your stock—and to do this you must have some efficient stock-keeping system to keep track of sizes." It was poor policy to try to do business without proper records to indicate the requirements. Better to lose a sale of one pair of shoes than to sell five pairs at a loss and show no balance at stock-taking time.

Mr. Smith summed up a great deal of sound advice in a few sentences:

"Don't buy from too many houses. You can do this and still have all the variety you need, and you will have much less difficulty with broken lines.

"Confine yourself to as few lines as is reasonably possible.

"Don't buy 'regular sizes,' buy just what sizes you require, as indicated by your records.

"Don't place orders too far ahead. The travellers and manufacturers may not think this advice is so good, but you're a good fellow as long as you keep your accounts paid up to date, just the same.

"Buy according to your turn-over, so you can sell your customer an unsoiled shoe, from a new carton. First impressions stick, and the appearance of the shoe and of the carton will have its influence upon the customer when he first sees it. Stock costs money to carry, and the lower it can be kept, within reason, the more profitable will your busines be."

Then, the speaker pointed out, there was the other side of the problem, that of selling the merchandise. His first word on that phase of retailing was "Advertise." The merchant must tell the public what he has got. He must illustrate the article, and illustrate it accurately. It is no use showing the cut of a high shoe when the goods he wanted to sell were oxfords. "Tell your prospective customer in plain English what you have to offer him and always have the goods to back up your advertising." he said.

Further points which Mr. Smith emphasized

H. W. Rising, Maritime Vice-pres.

G. G. Gales, Retiring President N. S. R. A.

C. R. LaSalle, Quebec Vice-pres.

were:

"Don't crowd your ad.

"Use plenty of white space."

"Give sizes and width in lines advertised, as well as prices."

"When a customer calls and you are unable to give him the shoe you advertised, don't simply say, 'I am sorry I haven't your size in that,' without being able to offer any explanation. If there's been a big run on that particular line, say so.

"Have your store bright, clean and attractive.

"Give proper store service and avoid mistakes by means of an adequate accounting system.

"Have a live, well-groomed, courteous staff to wait on your customers.

"And finally, study the market conditions, buy intelligently, and sell not only shoes, but service."

Discussion.

Mr. St. Leger enquired how Mr. Smith took stock on a falling market.

Mr. Smith: I took stock as near as possible to the market values prevailing at that time, securing figures from practically all the houses with whom I deal.

In answer to an enquiry from Mr. Chisholm as to how economical he found it to spend time on a stock-keeping system, as compared with securing the information from an actual examination of the stock, Mr. Smith said that the cash girl in his store attended to the system in her spare time when otherwise she would be idle, and that he felt that not only was it beneficial, but really essential.

The next item on the programme was a brief, but snappy, paper by Mr. J. Howard Carkner, of Ottawa, on "Handling customers successfully."

Handling Customers Successfully

Mr. Carkner said there were two ways to handle a customer, the right way and the wrong way. First he described the wrong way: Enter the customer. He is greeted in an indifferent manner, or with one of those ready-made-smiles. Next thing, "What size?" If the customer asks for a certain style, the feeble and indifferent clerk brings what he thinks will suit, and then enquires, "Care to try it on?" Then comes the fitting operation, which the customer has for the most part, to do himself, and takes the risk of raising a a beautiful crop of corns or other foot troubles. Finally the customer may say, "guess, I'll take this pair," and the clerk takes the cash, and feels quite satisfied that he has just made a sale.

The right way.

Then the right way: A neat and live-looking salesman greets the customer with a genial smile—calls him by name if he knows it. Having ascertained that it is shoes the customer is looking for he smartly removes the old shoes and proceeds to measure the foot carefully. While doing so, he finds out, if possible, what style is desired and what purpose it is required for—walking, dress, or after-noon wear. (Mr. Carkner pointed out that trouble was often liable to develop where, for instance the customer, merely considering the appearance of the shoe, might buy a turn for street wear, where a sturdier type of construction was really needed). Having secured the necessary information as to style, size and width, the salesman then goes to the shelf and picks out a couple of pairs which he believes will be most suited to the customer's requirements.

(Mr. Carkner pointed out that it was essential to have a thorough knowledge of the stock in order to quickly decide what to show. It was the best policy, he believed, to show only one or two pairs, handing one shoe to the customer to examine while fitting on the other one).

Having secured a satisfactory shoe, the salesman tries to complete the sale as expeditiously as possible, without seeming to rush the customer. (The speaker said he had found it a satisfactory plan to remove the new and replace the old one—being sure to use the same care in doing so as when he fitted the new shoe on in the first place. By that time the customer's decission was generally secured). Having completed the sale, the salesman asks if he will send the shoes, and, finally tells the customer to return the goods should their be any fault in wear or workmanship.

With regard to adjustment of complaints, Mr. Carkner said he believed the right policy was to allow the customer's claim with as little show of reluctance as possible and do it as quickly as possible. "This," he declared, " is the day when people demand the right kind of service, even if it is only in buying a pair of laces,"

Mr. Levine: What do you do if the customer insists on buying a short shoe?

Mr. Carkner: Give it to them but tell them they take it at their own risk.

Mr. Gales: In such cases we mark the shoe inside, and if it is returned we refuse to make any adjustment.

Mr. R. LeSueur. If a customer has taken the shoe and paid for it, do you refund the money?

Mr. Carkner: Yes, Absolutely.

Mr. LeSueur: Do you refund on white goods.

Mr. Carkner: Yes. Though we sometimes charge a certain amount for the time the shoe has been worn.

* * *

The Sole Leather Situation

Then followed a paper by Mr. J. Heaven, of the Anglo-Canadian Leather Co., on the "Sole Leather Situation."

Mr. Heaven gave some very interesting data comparing the situation in the tanning industry to-day as compared with 1914, based on information secured from the various tanning establishments in Canada. His paper will appear in full in a future issue.

Mr. Peter Doig in moving a vote of thanks to Mr. Heaven for his very excellent paper, said he wondered whether those who had listened to it had taken his remarks as a statement of facts. The best way, he said, of showing their appreciation was to take his statements to heart and act accordingly.

* * *

Thursday A. M.

At the Thursday morning session, before the retailers had got down to actual business, an amusing diversion was caused by the entrance of the travellers in marching order accompanied by a band. The procession was headed by the chairmen of the two provincial branches, R. L. Savage and Jas. Heffering, and was greeted with loud applause by the onlookers.

The Question Box

The first item on the programme taken up was the "Question Box." which was in charge of Mr. Morley Chisholm. This question box had been placed in a prominent place in the meeting hall at the beginning of the convention and all present had been given cards on which they were invited to ask questions and drop them in the box. The questions from which discussions resulted, are given below:

(1) What percentage of a salesman's sales should his salary be?

Mr. Howard Blackford said in this connection that in his firm's store they did not pay the same percentage throughout—it varied from 6 to 8 per cent. It was felt that the percentage on women's shoes should, in fairness to the salesman, be higher than on men's, while on children's they paid the highest percentage, though the sales were lower and the profits consequently less.

(2) What should retailers do to a jobber or manufacturer who operated retail stores?

Mr. Burnhill said he did not think the retailers had anything to fear from this kind of competition. The manufacturer who operated a retial store had just the same expenses as any other retailer and had to invest the same money in it.

(3) Are "obselete" goods not created by rubber footwear manufacturers to get rid of unsaleable stock or to get around their price guarantees on a declining market?

Mr. St.Leger pointed out that the rubber footwear manufacturers had guaranteed their prices to some retailers to June, to others to July 1, and to others as late as August 1. First they allowed five per cent. for early placing; and then there was a drop of ten per cent. and finally certain lines were declared obsolete and the prices reduced 25 per cent. He had taken it up with the firm with which he dealt and was informd that this action was due to the fact that they were putting in a better grade of toes, with caps. Mr. St. Leger claimed that "obsoletes" covered everything that the manufacturers wanted to get rid of. His policy had been to cancell all orders for regular goods and to purchase only these so-called "obseletes" at the reduced prices

(5) Is it sound accounting to take stock at replacement values, and is it correct to figure your profits and pay income tax on that basis?

Mr. Burnhill: I have heard that a good many retailers at their last stock-taking made their inventory at replacement prices. If you do that—for instance valuing a shoe you bought at $10.00 at $6.00 and selling at $9.00—and keep your accounts on that basis, your books will show that you made a profit of $3.00 on that shoe, while actually you lost $1.00. Must you figure your profits on that basis and pay taxes accordingly.

Mr. Geo. St. Leger: We took stock on Feb. 1 at replacement values, and on our last year's returns we showed a loss, so that we had no business profits war tax or income tax to pay. We made our profits when the market was going up and we took our loss again when we last took our inventory. Now we are starting to show profits again.

(6) Why does not the N. S. R. A. watch, and take up, false advertising?

Mr. Howard Blachford: Under that head I might say the association has taken up certain phases of this matter. We have written as many as a hundred letters with regard to the advertising of American goods in Canadian newspapers without reference being made to the fact that the goods were subject to duty. As a result the situation has much improved in this connection. It is impossible, however, for us to keep in touch with the situation in each individual town or city.

(7) Are shoemen narrow in their attitude toward their competitors?

Mr. E. A. Stephens: I think in a great many cases shoemen are narrow in their attitude toward their competitors, but we have found in Ottawa that the formation of a local association has greatly improved our relationships with one another. I have proved that if you get close to your competitor you will find him a pretty good fellow. In Ottawa we help each other out on credits and on sizes and we have a spirit of good fellowship among our members, and I would advise the shoemen from any town where an association does not exist to form one when they go back home

(8) Can a law be passed to compell a merchant who operates a store under a name other than his own

to show his own name as well as the firm's

Mr. Jupp stated that there was a resolution being brought forward in this connection which covered the matter.

When the question box had been disposed off, Mr. Chas. Levinson, of Hamilton, was called upon to present a paper on "Getting from under a stock bought at high prices."

Getting From Under a Stock Bought at Higher Prices

Mr. Levinson said his own action in this connection was when the drop came, to immediately reprice his shoes on the basis of existing costs and take his loss at once. He had also purchased a number of new novelties to tone up his stock, price-ticketed all the shoes in the window, and used the newspapers freely, with the result that in a short time he lowered his stock by 30 per cent. "I was then in a position," he said, "to purchase anything that looked worth while and could afford to speculate."

"The trouble with a number of us merchants," continued the speaker, "was that, liquidation being the most important factor in order to get from under the load, some went entirely too far."

"Some of the shoe stores in the last six months would remind one of the famous poem, 'The Deserted Village,"— Empty shelves to the right of us, empty shelves to the left of us, empty shelves above and around us, until one had the sensation of having visited a grave yard.

"Gentlemen, if you have liquidated to the cavern stage, for heaven's sake, fill your shelves with empty cartons, but don't give your customers the impression that you are going out of business."

Mr. Levinson said that when he had been asked to speak on the subject under consideration, he had consulted with a friend, the president of one of the largest departmental stores in his city. He had asked his this question: "What was your method of doing business when the drop came?" and the answer came back quick as a flash, "The same as all practical business men did, and that was to take my losses at once."

"This," said the speaker, "is my opinion as to the proper policy to pursue. Any merchant who has not adjusted his stocks, but merely played with it, is committing business suicide. I would not advise refraining from buying entirely as many merchants have done last season, but to keep an eye open for new and attractive novelties that are being turned out by our manufacturers. Reduce your lines bought at high prices to present day costs, and in a short time you will be in a position to take advantage of your discounts, which, by the way, gentlemen, is the key to business success."

Shoe Retailing

Next, a very instructive address on "Shoe Retailing," was presented by Mr. C. K. Chisholm, of Cleveland.

"Under present conditions," said Mr. Chisholm, "to my mind the most important thing in connection with the retailing of shoes is to have them properly bought. Those who cannot visit the markets frequently should cultivate the travellers who call on them and learn from them what the other fellow is doing while the merchant who goes into the markets often must look over enough lines to keep him posted in every detail from the raw hide to the finished shoe. Any merchant who thinks he can buy twice a year and make a profit will soon find himself mistaken. The successful merchant is the one who buys and sells as quickly as possible. I know many merchants who get a turn-over from 8 to 10, and any merchant who cannot turn his stock 4 times should be ashamed of himself. Don't imagine that the big money is in the big mark-up—it is the net profits that count, not the gross. The question is, when you get through with the year's business; have you the money in the bank, or is it on the shelves.

"Keep records of every angle and phase of your business. Know how many shoes you have in your store every day; what are the fast selling lines, and what lines are slow selling. Keep a daily running inventory of pairs and dollars. Compare each day's business with the same day of the previous year. Be sure how many lines you have are making money, and how many odds and ends you have in stock. In our store, we have a system we call the "jack-pot"—any name is good enough for it. When a line is sold to the point where it is necessary to either discontinue it or size up, if we decide we are not going to size up, it automatically goes to the 'jack pot'—which is a section reserved for such goods, and we sell these goods at whatever price they will go for. We clean them out entirely no matter how low we have to cut the price in order to do so.

"The next point I would emphasize is that you must advertise—do it inside your store as well as out. The best advertising, I think, is your store service and your windows. We dress our windows every day, and never less than three times a week. "We always try, too, to sell a customer more than pair of shoes, and we endeavour to carry shoes for every occasion."

Mr. Chisholm also emphasized the necessity of keeping the employees interested. They should be well paid, and he had found the flat commission basis the most satisfactory, after having experimented with practically every other method. He had no set commision for all the staff. In one store he paid 5 per cent. due to the different conditions under which they operated. On women's lines, a flat rate of six per cent.

Mr.Rowland Hill, Jr., elected to the Ontario executive

was paid, and the salesmen's earnings ran from $50 to $60 a week. They were allowed a drawing account of $25 to $40 a week, and the firm settled with them for the balance as often as they liked.

With regard to chain stores the speaker said they were here to stay but he believed that individual merchants by getting together could effectively meet chain store competition, as had been proved in several instances in the United States. He cited one case where ten merchants in neighbouring towns had formed an association of this kind, and he believed that any chain store would have difficulty in getting a foothold in that district.

In conclusion, Mr. Chisholm stated that Mr. J. P. Orr, president of the N. S. R. A. of the United States, had delegated him to extend to each and every member of the Canadian organization a hearty invitation to attend the Chicago convention of the former body, Jan. 9-14, 1922.

Co-operation Within the Industry

Mr. S. Roy Weaver, manager of the Shoe Manufacturers' Association, was the guest of the convention at the noon luncheon on Thursday. Mr. Weaver delivered a very interesting address, in which he made an urgent plea for closer co-operation between the various branches of the shoe industry. There had been differences, he said, but these were only casual and incidental, and, in the main, the interests of the manufacturer, the wholesaler and the retailer were mutual, namely to get more footwear efficiently and profitably sold. Speaking for the manufacturers, he said he was convinced that the majority of the members of that branch of the industry had no sympathy with the attitude of some who sought to throw the blame on other sections of the trade when charges were brought forward with regard to the high footwear prices. He knew of no other business in which the competition was keener among retail shoe merchants and, from his personal observations, was convinced that they were engaged in no get-rich-quick proposition.

"But," continued Mr. Weaver, "The shoe retailer has no monopoly of low profits. I don't know of any shoe manufacturer in Canada who has made a large fortune in the shoe manufacturing business. The profits made in good times have little more than balanced losses in periods of depression and earnings, on the average, have not been much in excess of bank interest." He also stated that some 25 shoe manufacturing concerns had gone into liquidation, suspended operations, or undergone some financial reorganization, since the end of the war. The speaker felt there was still a mistaken impression throughout the retail trade with regard to manufacturers' profits, and on behalf of his association he invited correspondence from the retailers, and offered to supply any information with regard to to the manufacturing end of the industry which they might need or could use in dealing with their customers. The shoe manufacturers association would always be glad, too, receive suggestions or constructive criticisms.

In the matter of co-operation, one thing Mr. Weaver said he thought might be fairly asked of the retailers, was that they allow the "Made-in-Canada" stamp to appear on all their goods. He also made the suggestion that an advisory council composed of representatives of the various branches of the trade be formed, and that this council should meet at regular periods. As for instance of the work this council might undertake, he mentioned the matter of freight rates, pointing out that the railways had recently asked for a reclassification which would involve a 50 per cent. increase on shipments of sroes in certain instances. There had also been a suggestion of dress-up campaign for men, and here too retailers and manufacturers might co-operate through such an advisory council as was suggested.

Mr. Peter Doig was the second speaker at the luncheon. He said he was quite favour of Mr. Weaver's proposal with regard to the formation of an advisory council, but there had been one point omitted: No such council would be complete unless it included the shoe travellers, who were the medium of communication between retailer and manufacturer

Mr. Doig concluded his address with a most forceful appeal to Canadians for peace-time patriotism and a glowing prediction for the great things that lay ahead of the people of this Dominion.

At the Thursday afternoon session two very inspiring addresses were delivered, one by Mr. Norman Sommerville, M.A., of Somerville & Co., barristers, Toronto, on "Optimism in Business," and the other by Mr. Wm. Pidgeon, Jr.., of Rochester, N. Y., on "The Human Element in Selling Shoes."

Optimism in Business

"The basis of our progress is confidence," declared Mr. Sommerville. "Have we the reasons for confidence in ourselves and our present position? What are the elements of our situation that should give us confidence in the future, and what are the factors, if any, that would tend towards a lack of it?"

The speaker contended that our troubles to-day lay in the fact that we were prone to compare our present circumstances with the abnormal conditions of war, while the proper standard by which to judge our prosperity was by the conditions which existed previous to the war.

Have Canadians Reasons for Confidence.

Here are a mumber of striking facts which Mr. Sommerville brought out, which certainly prove that Canadians have real reason for optimism:

(1) On May 31, 1914, there was $1,100,000,000 in the banks of Canada; on May 31, 1921, there was $2,150,000,000. Here is an increase of over a billion in the savings accounts of the Canadian people, and in the meantime they have drawn out $2,000,000,000 and placed that amount in Victory Bonds, showing a total increase of wealth of $3,250,000,000

(2) The prospects of to-day are for a crop at least twice as large as that of 1914.

(3) In the matter of employment, Canada stands two to one better than the best situated country that has been hrough the war.

(4) As to the basis of our financial situation, Canada's policy in the sale of her bonds has ben to sell them at their actual worth and to market them to the people of the contry so to-day there isn't a bank in the Dominion that is holding victory bonds.

The facts that the banks have no money tied up in long date securities meant that they are ready to take care of the country's business when conditions adjusted themselves.

(5) Canada's taxation problem is less burdensome than that in any other war country, and a further measure of relief is to be expected.

The Human Element in Selling Shoes

Before dealing with his subject, "The Human Element in Selling Shoes," Mr. Pidgeon first brought to the assembled shoemen fraternal greetings from the shoe retailers in the United States.

Mr. Pidgeon's address may truly be said to have presented the idea of shoe retailing. "There was a time," he said, "when some of us felt that the place of the retailer in the community had gone and when we wondered if we had a really necessary function to perform, but I have come to tell you, gentlemen, that as long as the world lasts, as long as people are human, there is a place for the retailer and there is a duty for him to carry out. The technique of our business may change, new rules may be laid down, the name by which we are called may be forgotten, but our work must be carried on. Humanity cannot go to the original source of supply and get their requirements. It remains for some well-ordered organization go gather the good things of the world and co-relate them and label them and put them in order so that there will be some place where the needs of the people can be filled."

Mr. Pidgeon presented a most graphich and striking picture of humanity as an endless throng of human beings marching down through the ages, with never satisfied needs, and those needs the retailer must supply. "But," he said, "if all we sell is boards and leather and cloth, it is mere trash. While if we see in this mighty procession, men and women and children, who can feel like we can, who have their loves and hates, their aspirations and their hopes, and if we can get a message of sympathy into their hearts, then we are fulfilling the duty that is given us to perform. We must realize that our business is life. Business will either damn you or blss you, it will either curse you or uplift you, according to the attitude you take towards it. And I plead for the view-point that will thrill a man and make him feel that he is getting back from his business something more and far better than money alone.

In the absence of Mr. C. Roy Teetzel, of Ottawa, on account of illness, his paper on "Is it profitable to stock hosiery?" was read by Mr. E. A. Stephens.

Mr. Teezel's paper explained the arrangements of the hosiery fixtures in his store and methods of display. A full line was carried, including men's, women's and children's, and the business resulting was very gratifying. One good feature in connection with hosiery was that there was no trouble an account of small sizes or out-of-date lines. Handling it, was a nice, clean, profitable proposition, allowing of 50 to 75 per cent. profits. At present annual sales were running $35,000, on a stock of $7,000.

(Mr. Teetxel's paper will be presented in full in a later isue.)

Report of Resolutions Committee

The report of the resolutions committee was presented by its chairman, Mr. Kickley. The resolutions carried were as follows:

(1) Whereas this association is growing and valuable time is required on the part of the secretary, resolved that the finance committee be instructed to grant him an honorarium. Moved by Mr.Geo. St. Leger. Seconded by Mr. J. H. Carkner.

(2) Resolved that the Association make some effort to overcome the abuse on the part of some merchants of running their business without their own names being shown on their store front or advertising. Moved by Mr. Kickley. Seconded by Mr. C. R. La Salle.

(3) Resolved that the attention of the government be called to the laxity of men custom's inspectors along the border.

(4) Resolved that the association continue its efforts to have an efficient lady custom's inspectors on duty at border points. Moved by Mr. Kickley. Seconded by Mr. E. A. Stephens.

(5) That the N.S.R.A. endorse the proposal for an Advisory Council to consist of representatives of the manufacturers, wholesalers and retailers, and that the association pledge its co-operation and support in this project and appoint representatives to meet with the representatives of the other branches of the trade. Moved by Mr. Kickley, seconded by Mr. Fred Foley.

(6) Resolved that the date of the annual convention of the N.S.R.A. be changed to the second week in February and that, if possible, it be arranged that the manufacturers and travellers meet at the same time and place. Moved by Mr. Kickley, seconded by Mr. St. Leger.

(7) Resolved that this association record on the minutes of this meeting their appreciation of the assistance and co-operation of the National Shoe & Leather Travellers' Association, and that the travellers' membership button be recognized

An amendment to the first resolution was proposed by Mr. Walter Burnhill: "That whereas the work of this association has become so important that its best interests can only be served by the appointment of a paid secretary, and that such appointment be made, at a salary of about $3,000 a year and that the finance committee be empowered to raise the assesment to cover the increased expenditure." This amendment was,however, defeated.

Officers elected

The only changes made in the slate of officers were through the election of Mr. E. A. Stephens, of Ottawa, as president, Mr. Fred R. Foley, of Bowanville, being appointed to the Ontario Vice-presidency, while the vacancy on the Ontario executive council on account of the latter's promotion was filled by the election of Mr. Rowland Hill, Jr.

The list of officers now stands as follows: President, E. A. Stephens, Ottawa; Ontario vice-president, Fred R. Foley; Quebec vice-president, C. R. LaSalle, Montreal; Maritime vice-president, H. W. Rising, St. John; vice-president, for Saskatchewan, Alberta and British Columbia, Jas, Goodwin, Vancouver; secretary, Howard C. Blachford, Toronto; treasurer, J. W. Jupp, Toronto.

Executive Council: Maritime Provinces,, W. L. Tuttle, Halifax; C. I. Hughes, Charlottetown, P. E. I.; P. L. Higgins, Mancton; Quebec: Louis Adelstein, Montreal: Fred J. Argall, Three Rivers: B. Leonard, Quebec City; Manitoba, John Affleck, Winnipeg; R. Creelman, Brandon; C. F. Rannard, Winnipeg Ontario, R. E. LeSueur, Sarnia; Felix Forbert, Lindsay; Rowland Hill, Jr., London; Saskatcheyan and Alberta, W. Marshall, Moose Jaw; J. Moreau, Edmonton;; W. M. Hood, Calgary; British Columbia,

(Continued on Page 55)

Styles In Ladies' Footwear

Prominent Shoeman Outlines Probabilities For Fall As Regards Leathers

By John C. McKeon *

AFTER disposing of the sole leather question—which aside from heels, shanks, insoles and sundry parts, is divided simply into welt and turn effects, and the turns again subdivided into slipper weight and oxford weight, and the welts into the extreme light, medium and heavy—let us divide the upper stocks into two classes, staples and novelties, the staples embracing grain finished calf leathers in colors and blacks, kid leathers in blacks only of a glazed and dull finish, and patent stock in side leather and when available in calf and kid.

Novelty leathers cover kid in white and colors, buck and side buck in white and colors, and ooze calf in white, colors and blacks. Brown kid is in a measure in a class by itself, being almost a staple, but on account of price necessarily in the novelty and semi-novelty class. Further items in the way of upper stock applying to the novelty and semi-novelty class, are satins in blacks and colors, bullion cloths in silver and gold, and brocade effects.

Fabrics an Important Factor

The fabrics in the style problem which are liable to influence the tanning industry are of considerable moment, and in the forecast for the coming fall there is a concensus of opinion in favor of a continuation of satin, largely in blacks, but forming a proportion of footwear for afternoon wear, and for street wear to such an extent as to materially reduce the consumption of leather.

That, or course, will be considerably offset by the fact that the comparative period a year ago was one of very decided inactivity, whereas we all look forward to a very decided increase in volume for this coming fall. However, such proportion of footwear as is made from the so-termed brocades and bullion cloths will either be in the nature of extra business by comparison with the fall of 1920, or be part of the estimated proportion now involved in the satins, the satins having been considered to some extent a style answering many purposes, and providing for many occasions as an item of correct dressing. White fabrics other than satin for evening wear are negligible in proportion, and largely confined to the spring and summer period, and by comparison with the past should have no bearing whatever upon the upper leather situation as of today.

The proportion of plain leather, such as kid in the glazed finish, and Russia in the tan, will be about as heretofore, with kid in the mat finish reducing to a considerable extent unless there should be a revival in the demand for staple black boots.

Gun metal has been quiet as to demand for practically twelve months, but there is every indication of a revival for the fall in complete shoes, and in combination with ooze leathers to give life and attractiveness to the color effect.

There is a very decided indication of a revival of patent stock, presumably in the side leather class, this being the only character of material available in quantities for a patent finish, although this revival of patent stock seems to some extent influenced by the advent of the old-time quality patent stock in calf leather and flesh finish. This material is now coming into the market, and where the price as applied to the finished shoe is available will probably sell freely.

The general objection to patent stock in the side leather has not been so much the item of wear as the tendency towards irregular substances as a result of economical cutting, and a tendency towards a wrinkling or pipey effect, which even with most extreme care seems impossible to avoid, and there is always somewhat involved the element of extra cost for the manufacturer, and embarrassment for the retailer through premature wear and factory damage.

Patent stock, of course, lends itself to many desirable combinations with other leathers, with fabrics, and with an endless variety of colors, and is always refined and in good taste on the foot.

Demand for Staple Boots Will be Influenced by Weather

Any reasonable amount of wicked weather must necessarily bring about a renewed demand, even in a limited way, of staple boots, thereby increasing by one hundred per cent., as far as the boot proportion exists, consumption of upper stock, and largely influencing kid leather in the blacks, calf leathers in Russia and gun metal.

In Kid, Browns Will Hold Field

Colored kid, particularly in the grays—this being the more active of the colors since what might be termed a revival—seems in prospect to be confined to the spring and summer period, and except in the darker shades where used in combination, not much of a prospect for fall.

With a possible revival of a demand for boots, there would naturally be a receptive influence towards novelty boots, were it not for the offsetting factor of high price. So I cannot with any degree of certainty forecast activity for delicate shades of gray, or colored kid during the coming fall. It would seem, however, that the demand for brown will more than take care of available raw stocks, and this color trend permitting the working of a more varied character of skins as to quality—a feature to be welcomed and fostered.

Probable Popularity of Ooze in Sport Effects

Flesh finished calf, which we know as ooze, will probably be freely used in novelty and semi-novelty class and combination class during the coming fall. This, however, will be somewhat accentuated through the growing demand for what might be termed fall sport effects, or low shoes of a leather heel character, with calf and kid trimmings, and of a type except for color following the summer style, and desirable for the wearer from the standpoint of comfort as well as attractiveness.

Combinations of ooze with kid leathers in black and browns, and to some slight extent grays, as also with calf leathers in black, brown and tans will also be prevalent and the same might also be said in com-

* Before U.S. Tanners' Council

Three Selections from the Outing Brand Lines

bination with patent stock.

Medium Tan Will Prevail in Calf Leather

As to colors of calfskins, the demand or tendency seems very definite, and covering in the colors almost 75 per cent. of the medium tan shade, a reasonable proportion of the balance being the slightly darker shade.

It is possible that calf leather in a brownish effect may be influenced by the considerable demand for brown in kid, and if so, bids fair to accomplish considerable volume as a result of more economical price in the finished shoe made completely of calf or trimmed with calf, by comparison with kid.

As to detail that may influence the question of weights, there will undoubtedly be a continuance of the present demand for staple low effects such as plain oxfords, which will include a proportion of semi-brogues, which would naturally mean boarded stock. In the plain leathers similar items will be carried out in strap effects, in welts with leather heels, even to the extreme of ornamental patterns, and freely involving combinations of plain and novelty leathers.

Interesting features will continue largely in the strap and turn Louis LXV. heel class: frequent innovations show a decided tendency towards light and airy effects in uppers.

Buck and side buck naturally finds itself in the category of ooze leathers, and will be used pretty much in keeping with the character of shoe to be made, the buck itself narrowing down to a decision as to preference over calf, and the side buck influenced by grade or price.

There seems to be a considerable field for all of this character of ooze finished leather, as I term it, particularly in combination effects, but confined almost entirely to low shoes and in the strap class.

An ounce of pep is worth a ton of pessimism.

One Way of Settling a Strike

The strike of the employees of one department of the Corson Shoe Manufacturing Co., Toronto, is at an end—so far as the company is concerned. Shortly after the strikers walked out, their places were filled with new workers who were glad to accept the terms which the company had proposed to their former employees, and the plant is now operating as usual.

Mr. Lane on the Kid Industry

MR. W. A. Lane, of the Citadel Leather Company, Limited, in addressing the Montreal Rotary Club on the kid industry, pointed out that the industry in Canada was but in its infancy, the total production of kid skins amounting to about 400 dozen per day, which would be consumed in the making of 7,000 pairs of shoes. The industry was, however, developing, and it was only a matter of time when they would be able to produce in quantities to cover Canadian requirements.

Philadelphia was the largest producer of glazed kid in the world, chrome leather being first made in that city. In 1919 the United States imported over seven million dozen raw kid skins against Canada's one hundred thousand dozen, and they had three hundred million dollars invested in the industry. In the period 1860-1870, the U. S. were getting practically all of their kid from France, importing about ten million dollars' worth of kid yearly. The development of chrome tannage had put the French kid out of the market, and the American kid was being exported to foreign countries, this export in 1919 amounting to approximately 100 million square feet of glazed kid, representing sixty million dollars. Chrome tannage had also been taken up by the calfskin tanners. A demand had sprung up for a "mannish" shoe, and calfskin was in good demand. This would have hurt the kid business more than it did but for the great request from abroad for chrome kid. Practically all upper leather was being produced by chrome tannage.

Canada was already exporting certain lines of leather, and he had no doubt, with the advantage they had over the United States in getting the goat skins from India, which yielded 40 per cent. of the total world's supply, in the duty preference of ten per cent. to British countries, that Canada would be able eventually to build up this industry to take care of their own requirements and cater somewhat to the export trade. In 1919, there were 78 million goat skins, coming largely from India, brought into the United States, for use in the kid industry. He mentioned that there are four factories producing glazed kid in Canada at the present time, three of them being in Montreal and one in London.

There are two ways to prevent the boss from raising your salary. One is to tell him you don't want any more, the other is to do as little as you can get by with. The latter is the surest way.

Hall and Hodges Readjust Organization

Hall & Hodges, Limited, Montreal, have made some rearrangements which, in the opinion of the directors, will make for greater efficiency in the manufacturing and sales ends. The company have organized the firm of Hall, Hodges, and Blondeau, Limited. of which Mr. G. G. Hodges is president and Mr. E. Blondeau factory manager. The plant which formerly suplied gaiters to Hall and Hodges, Limited, has been purchased, and the company have also acquired the plant at Loretteville, P. Q., which has hitherto supplied Indian slippers to British, American, and domestic customers.. The gaiter factory has been removed to St. Eloi St., Montreal. All the existing patterns have been bought and the same working staff is employed.

Hall & Hodges, Ltd., will continue to control the sale of all the products of the factories in addition to the various lines of British and Canadian goods for which they are agents. Notwithstanding the dull times the company are strengthening their over-seas connection, particularly in England and Scotland. Mrs Van Leuven, the new London representative of the company has just paid a visit to this country, and will probably be in England again by the middle of July. Mr. Duee, the Scandinavian representative of the company, recently sailed for Copenhagen in order to extend business in the Scandinavian countries.

The two companies will be operated separately, one for selling, and the other for manufacturing purposes, and it is believed that this arrangement will make for greater sales efficiency and also for more strict supervision in the matter of manufacturing.

Hall & Hodges, Ltd., will open a branch in Toronto, with Mr. Earle Fuller as resident manager.

The salesmen of the company will start on the road on August the first and will go right through to the coast.

It is intended to push more agressively in the West the productions of the Palmer-McLennan Shoe Pack Co, Ltd., Fredericton, N. B., for which Hall & Hodges, Ltd., are the sole agents west of the Great Lakes.

Standard Kid Co. Move N. Y. Office

The Standard Kid Co., 207 South St., Boston, whose big tannery at Wilmington, is the home of Vode Kid, announce the removal of their New York office to 21 Spruce St. Mr. Wm. A. Platz is in charge at New York.

A. H. M. Ontario Division Picnic

The third annual picnic of A. H. M. System, Ontario Division, was held at Bond Lake, and very noticeable was the growth of this family, which was evidenced by the attendance of 150 of the employees and their wives, sweethearts and kiddies.

Various pleasant pastimes occupied the afternoon, the chief attraction being a baseball game between the sales staff and the indoor staff. This was very keenly contested, and the result ended in a victory for the salesmen by a score of 29—26, which indicates the extra high quality of the performance on both sides. The prize at stake was a very handsome 28" Silver Cup (empty) gold lined and donated by Mr. Pattridge, the genial city representative of this company. Other races and contests were also held and valuable prizes given in each case. It might also be mentioned that Mr. Pearson was the winner of the consolation prize in the Fat Man's Race, the prize donated being a box of salt and an extra large bunch of onions. The other consolation prizes consisted of Scrub Brushes and Corn Cure for the Office Girls and an order book and twelve lead pencils for the Salesmen There was also such other prizes as Cut Glass, China, Silk Hosiery, Ties, Footwear etc.

The grand final of course was eats of which there was an abundance and very tastily served by the ladies in attendance. Ample justice was done to the repast, not forgetting the ice cream and watermelon, after which the afternoon was brought to a close by everybody agreeing that it marked another one of those successful events which are regularly staged by the A. H. M. System.

Boys, Sign up !

The National Shoe and Leather Travellers' Association have gotten out a membership button to be worn by all their members. The Association is aiming to bring every bona fide shoe or leather traveller in Canada into their ranks and in this they are going to have the cooperation of the N.S.R.A. The travellers did good work for the latter organization in the way of publicity and helping along their membership campaign, and now the N.S.R.A. is going to reciprocate by urging the men with whom they place their orders to join up with the N.S. & L.T.A.

More Live Buck-El-On Publicity

At the California convention of shoe retailers, Miss Dorothy Philips, the movie actress, posed in a close-up for the Cinderella Slipper, which was the outstanding feature used by William Reynolds, Jr. in their publicity for "Buck-El-On." Buckles were also given away as an advertising souvenir, and these proved very popular indeed.

Young Montreal Retailer Develops Business

Eugene Corbeil, 488 St. Catherine St., Montreal, who for six years was president and manager of the Brockton Shoe Co. (Montreal), has just purchased the stock of A. Lecompte, Ltd., at above address and leased the premises. Mr. Corbeil is a young man, thirty years of age, son of the late A. Corbeil, shoe manufacturer. Mr. Corbeil was brought up in the business. He is a graduate of St. Michael's College, Toronto.

Mr. Eugene Corbeil

U. S. M. C. Finances

THE report of the President to the annual meeting of the stockholders of the United Shoe Machinery Corporation shows that the surplus for the year ending Feb. 28, 1921, was $24,433,440, a decrease during the year of over $3,200,000, after the payment of dividends of approximately $4,750,000, and reserving $1,500,000 for federal taxes and contingent losses. Inventories of merchandise stocks, after depreciating about $580,000 to market prices, are nearly $5,000,000 in excess of last year.

Commenting on the conditions existing in industry, the report states: "The falling off in the volume of the corporation's business is the direct and unavoidable result of the period of deflation and reconstruction through which the country has been passing. The chaotic condition of business in Europe has naturally had its effect upon the business of this country in general and of our corporation in particular. . . With so many of the shoe factories of the country idle or running on curtailed production, the royalties of the corporation, which are dependent upon shoe production, were greatly reduced, and the demand for merchandise for use in the manufacture of shoes decreased. But the end of the period of inactivity in the shoe manufacturing industry is already in sight. Since February of this year there has been a demand for women's welt and turn shoes for immediate shipment and manufacturers are preparing for a better fall business, having in hand orders for men's as well as women's shoes.

Listen! Agree! Oblige!

HERE is the way Mr. Herbert N. Casson, the well-known English writer on Salesmanship, sums up the matter:

"These are the three magic words of salesmanship—Listen! Agree! Oblige! But the average untrained salesman does not know the power of these words.

"Usually he has three other words—Talk! Argue! Compel! These three words have spoiled many a sale and lost many a customer.

"Of course, I do not mean that a salesman should surrender to a customer; but I say he should avoid all appearance of compulsion.

"The art of salesmanship is in getting the customer over to your point of view without pushing him. And the secret of doing this is to really desire to be helpful, both to your firm and to the customer.

"If you don't believe this, please give it an honest trial on at least three customers. Try it for one day, any way, and see what will happen. Listen! Agree! Oblige!"

Have you joined the N.S.R.A. yet?

Woman's ball strap. New model by the Holters Company

It Doesn't Pay to Advertise—This Way

THE illustration below is clipped from a shoe retailer's advertisement in an eastern newspaper. It requires no comment, for its absurdity is evident at a glance. Perhaps the misuse of the cuts is due to a compositor's error, but that does not seem probable. Not one of the captions could be applied to any one of the cuts, and while a compositor may get the cuts belonging to an advertisement mixed, it is most improbable that he would use the wrong set of cuts entirely.

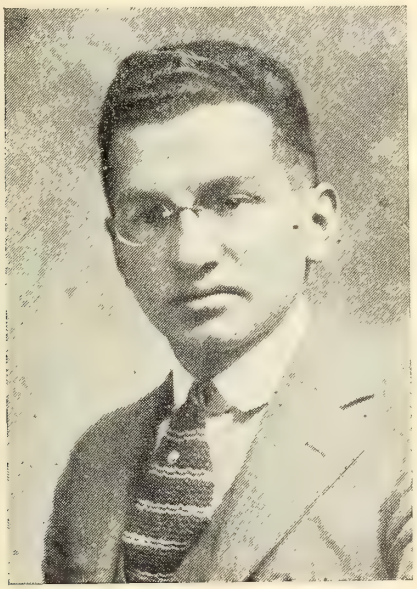
This production is, of course, laughable, and yet, while it is an extreme case, it is typical of the carelessness which many shoe retailers are guilty of in

the illustrations of their advertisements. Some advertising experts lay it down as a first principle that illustration is essential in the "direct sales" type of advertising, but it seems to us that no cut at all is preferable to one that will reproduce poorly or does not illustrate the article with reasonable accuracy. As a matter of fact we have seen many ads. in which, as in the case shown here, the cuts actually spoiled the effect of the advertisement entirely. Not infrequently illustrations appear in shoe retail advertising showing styles which passed out years ago, while the copy refers to "snappy new models" or something of the sort. We have before us an ad. in which two cuts are used, one of which is about eight years old and the other about twelve. Are these likely to have a high sales' value? We rather think they are an insult to the intelligence of the public.

Have you joined the N.S.R.A. yet?

A Successful Young Montreal Shoeman

MR. Ben Yaphe, of 807 St. Catherine St. E., Montreal, is one of the most successful of the younger generation of shoe retailers in that city. Mr. Yaphe is twenty-three years of age, and single—as yet. When he first started out in life, he thought to be a dentist and spent some time studying that branch of medical knowledge, but, after passing the bar examination in dentistry, he was forced to give up his studies and go into business with his father. This was six years ago, and so much pep and energy has Mr. Yaphe since put into his work that sales have been increased four hundred per cent. in the interval, and to-day he is managing two stores



Mr. Ben Yaphe

instead of one. Mr. Yaphe believes that real success in business is to be achieved in one way—and one way only—that is by building up a worth while clientele. When things are more settled, his next step will be either another store of a wholesale shoe business, he states.

"Must Extend Credits to Europe" Says N. C. R. Chief

John H. Patterson, president of the National Cash Register Company, who recently returned from a four months' visit to Europe, asserts that the people of this continent have a big duty to perform for the nations of the Old World. "This country," he states, "must help put Europe on its feet." And he believes the best way to go about it is to establish contact with Europe as soon as possible, and at the same time extend long-time credits to the European peoples so that they can buy surplus stocks accumulated on this side of the Atlantic.

"There are certain economic and social problems to be met and conquered," continues Mr. Patterson. "I think it is necessary that all of the peoples of the world act in concert to do the work. If an association of nations did no more than this, it would be a fine thing.

"Rates of exchange have had a baneful influence on business. U.S. products imported to foreign countries must be sold for prices that are almost prohibitive. Prices in European countries are now three or four times as high as before and during the war. What we need to do is to extend credit. That will help us to get rid of our surplus stocks and supply those who need them. At the same time it will hasten the resumption of production in this country. It will stabilize exchange and encourage trading.

Canada's Rubber Footwear Exports Climb

THE consumption of rubber boots and shoes has advanced considerably in the United Kingdom during the last two years, according to the Weekly Bulletin of the Department of Trade and Commerce. It is gratifying to note the large increase in the imports of these goods from Canada, which show an increase from 66 dozen pairs in 1913 to 79,012 dozen pairs in 1919. Purchases from the States advanced from 65,806 dozen pairs in 1913 to 91,378 dozen pairs in 1919. It should be noted that imports from the latter country in 1916 were 204,122 dozen pairs, compared with 43,840 dozen pairs received from Canada, and in 1917 they were 120,358 compared with Canada's contribution of 14,889. The figures for 1920 are not yet available, but the figures for 1919 indicate that Canadian rubber footwear manufacturers are competing very effectively with their U.S. competitors for business in the British Isles.

Why He Quit

Judson had run a general store for twenty years. The same old dust was on the shelves, and much of the original stock. When the place became a summer resort Judson hung a red lantern of the Chinese variety in the middle of his ceiling as a concession to the summer trade. The second day the lantern was up a woman spied it and bought it. Judson put up another lantern, and another. As fast as he hung them, summer guests bought them up for decorative purposes. Finally the limit of Judson's patience was reached when the last woman came in and asked for a lantern. "I ain't goin' to order no more," he said decisively. "Why?" asked the woman. "There ain't no sense in it. Can't keep a durned one of 'em in stock.

Sure They Know

There is a merchant in our town
  Who thinks he's wondrous wise;
He scoffs at those who spend hard cash
  Their goods to advertise.
He mocks the ad man to his face,
  "You're talkin' through your hat,
'Cause everybody everywhere
  Knows where my store is at!"

Of course, most people vaguely know
  That Jones conducts a store—
Out of the beaten path where goes
  The cream of trade no more.
But what he sells in his small place,
  What goods he has on shelf,
They cannot say because old Jones
  Keeps that all to himself!

And that is why the blinded man
  Has troubles now, and woe,
And why his sales are less than they were
  Some twenty years ago.
Sure, everybody knows where Jones
  Sits glum in his easy chair;
They also know where the graveyard is,
  But they are not flocking there!

—Retail Public Ledger.

A Unique Institution for Retail Shoe Salesmen

HERE is a picture of the Boston Round Table for Retail Shoe Salesmen—an interesting and unique institution. The entire trade has heard about the Retail Shoe Salesmen's Institute which was started about a year ago with the purpose of providing adequate systematic, scientific instruction and training for retail shoe salesmen. The Institute had to blaze its own way, to be a real pioneer in this vitally important phase of the industry. The Boston Round Table is one of the significant developments of the R. S. S. I. work.

Last November sixty salespeople drawn from leading Boston retail shoe stores and departments united under the auspices of the Retail Shoe Salesmen's Institute and the Boston Retail Shoe Salesmen's Association to form a study group. The meetings were a great success from the very beginning. These are based on the text volumes of the Training Course of the Institute. Before each meeting the Round Table members study an assigned number of pages in the volume of the course then in hand, the meetings taking the form of a regular class, with the greatest stress placed upon the experience questions.

Great interest has been manifested in this unique work—the first class of its kind ever held in any industry. The Harvard Graduate School of Business Administration, the Prince School of Salesmanship and Boston University School of Business Administration have had representatives at the meetings and are co-operating in the work. Practically all of the leading retail shoe dealers and managers of Boston, and some from far-off cities, have attended the meetings, as have, also, various manufacturers, travelling salesmen, etc.

The meetings are intensely interesting and the members are unanimous in attesting the benefits obtained. Interest just seems to sustain itself, as the meetings go along—what with singing, demonstrations, a psychological test by Dr. Starch of Harvard, brief addresses by visitors, an essay contest, study of leathers, fabrics, rubber, etc., open forum and so on.

So signal has been the success of the Boston Round Table that inquiries have come from all over the world relative to forming similar classes. Round Tables are already established in these stores: R. H. Fyfe & Co., Detroit, Mich.; Krupp & Tuffly, Houston, Texas; The Stetson Shop, Pittsburgh, Pa.; Jacobs' Walk-Over Boot Shop, New Orleans, and Rowland Hill, London, Ontario.

The leader of the Boston Round Table is Arthur L. Evans, president of the Retail Shoe Salesmen's Institute.

A. H. M. Staff Convention

A STAFF convention of Ames-Holden-McCready, Limited, was recently held in Kitchener, Ont., at which representatives of the company from Halifax to Vancouver were present. Among the officials in attendance were T. H. Rieder, president; W. M. Angus, general sales manager; F. A. Richardson, Vancouver; N. M. Lynn, Edmonton; F. M. Morgan, Regina; A. W. Thompson, Winnipeg; H. W. Pearson, Toronto; E. M. Zavitz, Ottawa; J. P. Quesnel, Montreal; L. A. Poulin, Quebec, and S. C. Mitchell, St. John; also E. P. Hall, W. G. Wiegand, M. C. Mullarky, R. W. Ashcroft, W. A. Youngblud, M. O. Keener, H. M. Boyer, H. C. Simmons and several others. The attention of the conference was mainly devoted to the discussion of sales' policy and lines for 1921-1922, and a number of the factory operatives were present at the invitation of the management so that they could get an insight of the methods pursued in selling the products they make. The proceedings at Kitchener occupied a day, the delegates leaving in the evening for Montreal, where the convention was continued on the following day.

Big Shoe Merger

The merger of the International Shoe Company of St. Louis and the W. H. McElwain Company, of Boston, is announced. A joint capital of $40,000,000 is said to be involved, and the combined sales of these companies last year aggregated $130,000,000. The merger is to be effected by interchange of securities, without public financing.

The Boston Round Table for Retail Shoe Salesmen

Low Level Floor is New Window Feature

The feature of one of the latest types of shoe store windows is a low-level floor surface. The shoes are about at a level with the knee of the passer-by. The advantage of this position is that a person standing close to the window sees the shoes at practically the same angle as they are generally seen when being worn while one on the outside of the sidewalk also gets a very attractive view, the shoes in the rear of the display being in no way interfered with by those in the foreground.

Pairs in Rows will Catch the Eye

An idea which attracts attention from its very simplicity is to set out a number of pairs of shoes of different styles in pairs and rows. They should be placed not too close together in two straight rows, running at an angle to the line of the sidewalk. This affords the passer-by an opportunity to compare the different styles almost at a glance, and the simple arrangement is quite striking.

Reserve Stock behind Carton Walls

One of Chicago's newest and finest shoe stores is laid out entirely on one floor. Space for surplus stock is provided behind the carton walls. There are a number of French mirror panelled doors at intervals in the carton walls, giving access to the passage-way back of them, which are lined on either side with shelving.

Footwear's Ad. Service

Electros for newspaper use from above cut of Corson Ball-strap Oxford may be had on application

New Shoe Rack

One of the latest novelties in the findings line is a shoe rack, which is now being placed on the market. It is a metal device on which three pairs of shoes can be hung. The rack itself can be conveniently attached on the inside of a closet door, so that the shoes are kept up out of the dust in a place where they can be conveniently located, and at the same time are safe from being trampled on.

Employment Wanted

One poor piker, who never attended a convention in his life (and doesn't intend to) wants job sweeping floors in shoe store. Several years' experience in mismanaging shoe business.

A Practipedist's View of his own Profession

The practipedist is just as necessary to society as the optician, as the dentist. There was a time when people whose eye-sight was not good fitted themselves with spectacles from a stock of glasses carried around by a pedlar, but to-day we go to a trained man and get properly examined. And equally good service in the matter of foot comfort is offered by the practipedist who will be found to have a diploma which indicates that he has made himself proficient in his work.

Classic "First Steps" for Baby

"Star Light" Makes His Window Brighter

A live shoeman in an Eastern city has been turing "star worship" to account in his window displays and advertising. He makes it his business to see all the best modern productions, both of the legitimate and moving picture stage, and studies the footwear worn by the well-known actresses. Then, if possible, he picks from his own stock shoes of the same style, and draws attention to it in his window cards and advertisements, in wording such as this: "The Doris Pump—This dainty little shoe is the style worn by Miss Mollie Miller in 'The Drawing Card.' Its simple but artistic lines are calculated to set off a pretty foot and ankle to perfection." In a community where "movie madness" is not uncommon, we don't know of any type of advertising that is likely to be more effective.

Says Booster Bootman: "There'll be no mushroom dollars spring up over-night in the Year of our Lord 1921, A.D., but they can be cultivated—you bet they can—if you take your hoe and your shovel, and, maybe, a pickaxe, and get right down to work—at the same time no being ashamed to show your suspenders. And don't forget, if there's a drought, to sprinkle on some advertising. Do it good and plenty and do it often. That's the stuff that brings the dollars up."

When to Sell Foot Appliances

WHAT is your opinion about the sale of foot appliances? Have you found that it resulted in making more satisfied customers for you? Under what circumstances would you advise against their use?

Here is what a live retail shoe salesman, who is also a graduate practipedist, has to say about this interesting and important question:

My Opinion as to Foot Appliances—When to and Not to Advise Their Use

"What is the use of bringing a doctor to see a well man or woman? What is the use of advising a person to wear a pair of arch supports when he or she does not really need them, when a decent fitting shoe will be much more sensible to advise and will prove a much greater dress embellishment?

"Foot appliances are rather attractive merchandise, especially the silver-plated ones. They are attractive because they glisten, and so a nice neat display of them is always an incentive to many people to possess an outfit and in a good many instances it does not require a practipedist to sell arch supports.

"Aside from this fact the practipedist or, in other words, the shoe salesman or woman who has been trained along this particular branch of service is the person who should recognize, should advise, should diagnose the trouble and should prescribe the necessary and proper appliance when a deserving case does appear.

"I have said, 'Why the doctor when the man is well?' but unfortunately all are not well, hence, we have, and need, doctors. Human feet because of their own peculiarity among the animal feet of the earth are most prone to ailment and distortion through their wonderful construction and the accompanying evident ignorance of their owners as to their care. Foot troubles of various and serious kinds are among us and so it follows that we have a remedy and this remedy lies in the arts of the practipedist and his appliances."

Have you joined the N.S.R.A. yet?

New Shoe Store in Arnprior, Ont.

W. Percy Tripp has recently opened a shoe store in Arnprior, Ont., in which he will carry a wide range of men's and women's high grade footwear. Mr. Tripp got his experience in the footwear business with the Moyer Shoe Co., of Winnipeg. At the outbreak of war, he enlisted and went overseas with the 15th battery of the Canadian artillery, seeing four years' service in France. He now sets up in business for himself, his premises being in the Wait block on John Street.

Australian Imports of Rubber Footwear

Below are figures published by the Dept. of Trade and Commerce, showing the values of boots and shoes imported into Australia. In rubber footwear, it will be seen that Canada contributed a large percentage:

In leather boots, shoes and slippers the United Kingdom supplied £48,222; the United States, £48,360; Japan, £17,206; China, £1,666; Switzerland, £1,475; and Canada, £316. In goloshes (rubbers), sand shoes and boots, the United Kingdom was credited with £38,291, the United States with £23,567, and Canada with £24,772. In gum and wading boots the chief sources of supply were: Canada, £5,124; the United States, £3,079; and the United Kingdom, £375.

Mr. Arthur L. Wilson, one of Hamilton's well-known shoemen, has been in the shoe business for eighteen years—all that time in his father's store. He has charge of the men's department, and does all the buying for that end of the business, as well as looking after the book-keeping, financing and correspondence. Since he has had charge of the men's trade the business has grown steadily. Regal shoes are the feature. Mr. Wilson is a strong association man, and has been secretary of the Hamilton Shoe Retailers' Association for three years.

Stop the Leaks

What are you doing to reduce your expense of doing business? Here is a question of pressing import. As a matter of fact it contains one-half of the solution to the present industrial difficulties. There are the two factors in the situation—the attitude and policy of capital or management, and the attitude and policy of labor. In this broad division, we must place the retailers in the capital or management class—though there are many, very many, of them who will lay no claim to the title "capitalist." The merchant's function is that of distribution, and the part he has to play in the restoration of normal conditions is the carrying out of that function in the most efficient and economical manner possible.

"Work is the best medicine for present day ills," states a well-known economist. Yes and it should be applied, not only individually, but unitedly. The shoe merchant can do much by individual effort and personal efficiency in his own store to restore normal and prosperous conditions, but he cannot do all. There are certain ends that can only be accomplished through co-operative work. The shoe merchant has not done his whole duty, until he gets out and works together with his fellow-retailers for the benefit of the community and the country at large, as well as his own trade.

Shoeman's Merchandising Calendar

Make August a "Clean up" Month -- White Goods can still be Sold with the Aid of Live Window Dressing and Advertising -- Prepare for Fall

August is another hot month and the store that will be most attactive to the public will be the one that looks coolest and is coolest, and seels the coolest looking footwear.

August 1 and 4.

There are no holidays or anniversaries of importance during the month, except August 1, and August 4, which are respectively the anniversaries of the begining of the world war and of Britain's entry into it. On these days, it will be in order to display the Allied Colors, with, perhaps some reference to the motives with actuated the British peoples in entering the war, and the necessity of co-operative action to preserve the results achieved.

The high temperature which generally prevails during the month of August will make an appeal to instinct of physical comfort particularly effective, and due to this condition the shoe merchant can continue to sell summer footwear, although the season is practically at an end—if he makes his window sufficiently tempting. Have it shaded, so that it will be relief for the passer-by to stand for a moment sheltered from the rays of the sun, and at the same time prevent the glare of light on the glass which makes the display indistinct and causes your prospective customer to see his own reflection instead of the shoes he is trying to discern in the window. There are not many things more irritating than trying to see the goods at the rear of a display in an ushaded window when there is a brilliant sun. Indeed under these circumstances it is difficult to see any of the goods, except those that are right close to the front.

As in July, the window dresser's best bet is green, light, cool green, with flowers and greenery. Light cream or white makes a perfect combination with green, and therefore it is an ideal color for use in a summer footwear trim.

Particular attention must be paid to the window cards. Make them just lure the customer with hot or tired feet into the store for relief, and be sure you give him relief when he gets there—it is an excellent opportunity for selling preparations designed to sooth perspiring, burning lower extremities, in addition to cool comfortable shoes.

Then, too, the yachting season presents another opportunity for pushing white footwear. August 20 to 27 is set aside as " Yachting Week." For a week or two previous feature shoes for the yachtsman pointing out that the season opens on August 20.

Begining with the week of August 22, it is about time to put in displays of footwear for school children. With school opening the first week in September, parents will be thinking of outfitting the young folks for the fall term, and the live shoe merchant, through his window trims and advertising, will make those in his community turn naturally to his store as the place to procure school shoes.

It is about time, too, to put in an advance showing of fall styles. Don't be too premature, but get in a strong display of new fall goods before the end of the month. It will get people thinking the right way.

The window dresser will indeed be a busy man toward the end of August. He has also to work up a Labour Day Display (If he makes an appeal at all to that class of the community), and a strong clean-up sales window of summer footwear. All of these goods which cannot be safely held over till the next season should be cut to the point where they will sell, and cleaned off the shelves before the first of September.

Chicago Newspapers Attack Shoe Repair Prices

The Chicago shoe repair trade has in recent weeks been the target of a journalistic bombardment by the local newspapers. The excuse for the bombardment is, as may be surmised, the matter of prices, charges being made that the shoe repairers are organized for the purpose of maintaining high prices. The situation is evidently such that the feeling is running very high, for not only have repair shop windows been broken, but it is reported that bombs have been placed in certain premises and in one case a shoe repair man and his wife were thrown out of bed as a result of the explosion. Just who are the perpetrators of these outrages, or what their motive or object may be, is not very apparent, however.

It is gratifying to note that the Chicago Association of Finders has been quick to come to the defence of the repairers. One of the most hurtful of the articles printed by the newspapers appeared in the Chicago Tribune, which quoted some exaggerated statements with regard to the reduction in the cost of leather and reported that a "Jury will probe high prices of shoe repairers." Following the publication of this article, the president of the Chicago Association of Finders took up the cudgels on behalf of the repairers and made a prompt and spirited response. The item which appeared in the Tribune and the letter written by the President of the Finders' Association in reply are printed below:

(Item appearing in Chicago Tribune)

"Jury Will Probe High Prices of Shoe Repairers."

A grand jury attack on the high cost of shoe repairing was launched yesterday by the Assistant State's Attorney Geo. E. Gorman with the announcement he would ask indictments against officials and business agents of the United Shoe Repairers.

The investigation follows a complaint by former members of the organization that officers of the organization conspired to keep prices up in spite of the fact that leather had declined 60 to 70 per cent.

The insurgents charge the association sought to intimidate certain individual shoe repair shops to keep prices from being reduced. Several instances of windows broken and other damage done to shops were cited.

At a meeting of the organization early this year certain members sought to reduce the price for soling shoes from $2.50 to $1.50. This was objected to, and a split in the organization followed, according to information received by Attorney Gorman.

Evidence showed that leather had dropped from $2 per lb. to as low as 30c per lb. Following the break prices on all sorts of repairing were reduced by the insurgents.

"It is an outrage the way prices for shoe repairing have ben manipulated," Attorney Gorman said.

Reply by President Shaffer of Chicago Finders' Association.

On Saturday, May 7th, your paper published a statement by Assistant State's Attorney Geo. E. Gorman in which he stated leather has dropped from from $2 to 30c per lb., and in face of that fact the shoemakers are charging far too much for their work.

Someone has deceived Mr. Gorman. He deals with shoe repairing, therefore it is fair to assume that the leathers mentioned are sole leathers, and the $2 grade is the same grade as that supposed to be 30c to-day. We, of course, can't compare prime leather prices with shoulder or belly leather prices; nor can we compare the prices of sole leather with upper leather; so for a fair comparison I am going to take the 11 lb. block of prime leather. The price of this when at its highest was $1.75 per lb. The price to-day of the same leather is $1.30 per lb. The drop in price is 34 per cent, not 60 or 70 per cent, as stated.

Let us see what these large profits of the shoe-repairers are. Eleven lb. prime leather at $1.30 is $14.30 per doz. blocks. There are 24 pr. men's half soles in one dozen blocks. Therefore the drop in price per pair of mens' half soles is 21c.

1 pair men's half soles costs	$.59
1 " " rubber heels costs	.30
	$.89
Other material used to complete job: nails, thread, wax, ink, sand-paper, etc.	$.20
	$1.09
One hour labour on job	$1.50
Total cost	$2.59
Highest price charged	2.50
Loss per job	$.09

This is the actual case where the shoemaker gets $1.50 per hour, and uses the best quality of sole leather. Let us be fair with this man. The $1.50 per hour goes to paying salary, rent light, interest on investment, wear and tear on equipment, insurance, etc. The carpenter charges $1.75 per hour, the electrician $1.75, and the garage man $1.50. Since the average shoe-repair shop takes in $100 per week in work, and with cost of materials for this turnover $43, the shoemaker has $57 left to take care of his expenses. If the average citizen were willing to work for what the shoe repairer gets per week, many of our factories that are now closed would be running.

Do you know a shoemaker living on the Gold Coast, or spending his evenings in the bright lights? We know many who are huddled in the rear of their shops with their families and they cannot pay their leather man.

Herioc (perhaps?) but a trifle ridiculous

man brought me a letter with an invitation to the conference, delegate's ticket No. 102. Enclosed was the following:

'Lancashire & Cheshire Council and Blackpool & District Boot Trades' Association request the company of Mr. Butterworth to a motor trip to Windermere and the Lake District on Thursday, June 9.' There also came an invitation from the Mayor and Mayoress of Blackpool, who requested 'the pleasure of yourself and lady at a reception to be held in the Lecture Hall, Public Library, Queen Street., Blackpool, Tuesday.' June 7, from 7.30 to 9.30: light refreshments and music.

"I may say this is the city official reception to the Allied Associations. It is my intention to take these in, so that I will have something to tell our members when I get back. It looks as if I had just walked right into it, for it fits in with my plans, as I am spending about 1½ days at Blackpool.

"I have written to Mr.Hendry advising him of the conference, hoping he will be able to attend along with me."

Hints for the Repair Man

A quick way to get the exact shape of a patch is to take a piece of chalk and mark on the shoe the size of the patch needed. Carefully set a piece of leather over the chalk marks, flesh side down, and press the hand hard against the leather for a few seconds. This will cause the chalk marks to be transposed to the piece of leather. With the scissors you can then cut a piece of leather which is the desired shape.

Beware of the bottom finish that soils carpets. Some house shoes are finished with waxy, greasy material, and finished floors, oilcloths, etc., are ruined by them, and the inevitable result is that the repairer, who should have known better had he not been so thouughtless, is liable to lose a customer. The natural finish is the thing in such special cases, and being set quite hard will adhere to the bottom and will not leave it on smooth surfaces nor on rough pavement. It is called natural finish because it is composed of a thin layer of gloss or colourless matter, leaving the natural color of the leather to show through.

* * *

Repairers should keep in mind that the padded tongue is an improvement which goes far toward producing added comfort to the wearer. Most people will tighten their shoes to the limit, especially women folks, and the foot gets a strained feeling after a while if the tongue is unpadded. The strings will leave an impression on the flesh by the end of the day, and besides, there is the liability of the tongue stretching and becoming distorted when not combined with some additional material firmly attached, as the pad is in all cases. When shoes are brought in to be repaired and the tongue is unpadded, it would prove beneficial if the repairer would pad the tongue. It is bound to prove satisfactory to the customers and satisfaction means continued patronage.

The following repair men have recently installed new finishing outfits, of the Universal type: E. Currell, Mount Dennis, Ont., model F. J. complete with skate grinder; W. T. Webber, 19 Silverthorne Ave., Toronto, model F.; J. T. Olsen, of Chatham, N.B., model F.F.

Leather men and Findings Houses Boost Convention

The attitude evinced by the tanners and wholesale houses towards the coming convention of Ontario Shoemakers and Repairers is one of hearty approval and readiness to co-operate. Here is what some of the well-known firms have to say about it, in letters written to the chairman of the convention committee, Mr. S. Burnett:

Breithaupt Leather Co.

"We can assure you that we will do everything possible to draw the attention of the trade to your gathering in Toronto on July 27 and 28. We feel with you that such gatherings are very beneficial and are always productive of a better understanding of each other's difficulties and needs."

C. Parsons & Son, Limited.

"We think this convention is a excellent idea just at the present time, and we will be glad to do anything possible to make it a success."

Davies Footwear Co., Limited.

"We think it a good idea to hold this convention in Toronto during the days of July 27 and 28, and we will only be too pleased to co-operate with you in trying to make it a success."

Canadain I. T. S. Rubber Co., Ltd.

"We are endeavouring to give the convention publicity in every possible manner and sincerely trust that the same may be a great success, as we fully believe it will tend to create better feelings among the trade throughout the Province and to place the repair business upon a much higher standard. If there is any manner in which we can help, we would be only too pleased to do so."

Goodyear Tire & Rubber Co., Ltd.

"We will do anything we can to make the coming convention of Ontario Shoemakers and Repairers a successful one. We believe that your conventions are a splendid means of getting together and putting forth new and better ideas in connection with your craft."

F. F. Dalley Co. of Canada, Ltd.

"We wish you every success in your coming convention.

C. S. Hyman Co., Ltd.

"We will do everything in our power to help you and trust the conference will be a great success."

Beal Bros., Limited.

"You can rest assured we are right there to co-operate with you in this undertaking, and would like very much if you would give us an opportunity of being represented at some of your meetings, when this matter will be discussed."

One more reason why a Provincial Association is a growing need

Here's what a Kincardine repair man thinks about the coming convention, and his letter (which was received by Mr. S. Burnett, chairman of the Convention Committee) brings out very clearly certain conditions which can only be remedied by association work:

Kincardine, Ont.,
June, 9, 1921.

Dear Sir,

I wish the convention every success and would very much like to be there, but being alone, I cannot get away.

Would like to see one price fixed all over the province. In this town there are two retail stores doing repairing, one a farmer, trying to do it, and cutting prices. The man in the other store told me he does not trouble much about the repairing end, but he does men's half soles, nailed, for $1.00 a pair, women's half soles and heels for $1.00. Now, he does a good business in new goods, and I think the retailer might well leave the repairing end of it to the man who depends upon it for his living, or at least charge a price for the job that will enable a man to earn a living wage. This, however, is how things stand in some of the small towns.

Can You Write One Like This About Yourself?

Quaint epitaphs have a never-failing interest. The following is taken from a shoemaker's tomb in Alston Churchyard, Cumberland:—

My Cutting-board's to pieces split,
My Size-stick will no measure mete,
My rotten Last's turned into holes,
My blunted Knife cuts no more soles.
My Hammers' Head's flown from the haft.
No more saint Mondays with the craft.
My Nippers, Pincers, Stirrup and Rag,
And all my Kit have got the bag;
My Lapstone's broke, my Colour's o'er,
My gum-glass froze, my Paste's no more,
My Heel's sew'd on, my Pegs are driven,
I hope I'm on the road to Heaven.

We may be permited to echo that pious hope, but the man who could tell such a good tale about his going surely need not have feared as to his destination.—Footwear Organizer.

Toronto Men's Doings in Old Land

As most of the association men in Ontario are aware, several members of the repair trade in Toronto sailed for England within the last couple of months, to spend a short holiday in the Old Land. Among them were Mr. J. W. Hendry and Mr. Arthur Butterworth. Word has recently been received from Mr. Hendry advising of his safe arrival at Glasgow after an enjoyable trip. At the time of writing he was waiting over the week-end at that city and expected to take a train on the following Monday morning, for his home town, Aberdeen.

An interesting letter, addressed to President Burnett, of the Toronto Association, has also been received from Mr. Butterworth, which we know will be read with interest and pleasure by the trade—particularly those members of it who claim England as their birthplace. Mr. Butterworth's letter follows:

"Just a line to let you know we arrived safely and are enjoying ourselves. I received a letter from Mr. Bedford, London, who referred me to Mr. Leach, the Blackburn secretary, wo gave me a good reception. He also wrote to Mr. Gale, conference secretary, Blackpool. The annual conference of the National Federation of Boot & Shoe Trades Associations is being held at Blackpool, June 7, 8 and 9, so I am staying here till after the conference.

"The first thing to strike me on reaching Blackpool was the name of the piece being played at the Opera House; viz., The Man from Toronto—rather a singular coincidence. Within an hour after the post-

N. S. R. A. Convention

(Continued from page 42)

Jas. Gordon, Vancouver; H. G. Wilson, Vancouver; Jas. Maynard, Victoria.

Mr. Geo. St. Leger moved that the secretary cast a ballot that present officers remain in office until the convention in February, 1923. Carried.

Mr. W. T. Fegan moved that the time and place of the next convention be left in the handsof the executive. Carried.

* * *

The following firms were showing their lines in sample rooms at the King Edward Hotel during the convention. Getty & Scott, Ltd.; Perth Shoe Co.; Talbot Shoe Co.; Geo. A. Slater, Ltd.; Geo. Boulter; Hartt Shoe Co.; Chas. Tilley & Sons; Geo. Agnew & Co.; Canadian Footwear Co.; Empress Shoe Co.; Hall & Hodges; Lady Belle Shoe Co.; Myles Shoe Co.; Owens-Elms Shoe Mfg. Co.; Tetrault Shoe Mfg. Co.; Kingsbury Footwear Co.; Williams Shoe, Ltd.; Smardon Shoe Co.; Blachford Shoe Mfg. Co.; Zet (shoe dye and polish); Fit-Rite Shoe Co.; Adams Shoe Co.; Brandon Shoe Co., Ltd.; Corson Shoe Mfg. Co.; Robt. Ralston & Co; Murray Shoe Co.

The Banquet

The banquet on Thursday night was quite a brilliant affair. The invited speakers of the evening were Hon. Dr. Cody, of St. Paul's Anglican Church, and Mr. A. Munro Grier. Early in the proceedings, Mr. Geo. G. Gales the retiring president, introduced the new president, Mr. E. A. Stephens, who then assumed the chair.

Excellent entertainment, both professional and amateur, was provided, a number of the shoemen taking part. Romanelli's ten-piece orchestra was in attendance, and songs were sung by J. Howard Knox, Chas. Leslie, Jas. Heffering, Jas. Hardie, and Robt. D. Ayling. Humerous chalk talks were given by Fred Utley.

At the close of the evening a vote of thanks was moved by Mr. Peter Doig to the committee in charge for the splendid entertainment which had been enjoyed.

The Sunnyside "Affair"

The dinner at the Sunnyside Pavilion was a huge success, and the greatest credit is due to the members of the Travellers Association executive who were responsible for the arrangements. Many of the retailers expressed the view that it was the best-arranged and most enjoyable affair of its kind they had ever attended. "Jim" Heffering was in the chair, and an 8-piece Jazz orchestra was in attendance. The boxing bout between Benny Gould and V. S. Willshar was a feature which was most enthusiastically received.

Ontario Travellers Elect Officers

During the N.S.R.A. convention in Toronto, the Ontario branch of the National Shoe and Leather Travellers' Association held business sessions and officers for the ensuing year were elected, as follows: President, H. B. McGee; vice-president, Jas. Sutherland; secretary, H. McKean; treasurer, D. G. Hardie; Toronto Executive: W. G. Martin, E. E. McIntyre, N. Bordeaux, A. Bell, R. J. McAllister, E. Lynch, J. G. Settle, A. Bawden, F. Jenner, R. H. Partridge, W. White, H. Kennedy; Ontario Executive: Ken. Murray, London; W. J. Lindsley, St Catherines; J. Murphy, Hamilton; F. Downs, Peterboro; A. A. Orendorff, St. Thomas; D. R. Hawley, Galt; Bert Gean, Ottawa; Hector Vermylea, Bellville; G. B. Campton, Brockville; H. McKellar, Kitchener.

As a result of the convention fifty new members were added to the Ontario Branch of the N. S. & L. T. A.., the membership of the province now totaling 182.

FOOTWEAR FINDINGS

Happenings in the Shoe and Leather Trade

Gold's new retail shoe store just opened at 370 st. Catherine St., W., Montreal, is the third store they have opened. The other two are on St. Catherine St., East.

C. E. Thibault has opened his second retail store at 1127 Mount Royal Ave., E., Montreal, and has secured the services of Mr. J. U. Masse (formerly manager of one of the branches of the Montreal Shoe Stores) as manager. The store is large, bright and well-stocked.

S. Fade has opened a shoe repair business at 1378 Dufferin St., Toronto.

On Saturday, June 4, the opening took place of a splendid new shoe store by F. X. LaSalle & Fils, at 881 Mount Royal Ave., East. Miss H. Morin (who has proved her business ability in the firm's main store on Rachel St.) has been placed in charge. The new establishment ranks among the best equipped in Montreal. It is the third that has been opened by this concern.

C. A. Pratt, formerly of J. & T. Bell, Limited, Montreal, has joined the staff of Daoust, Lalonde & Company, Limited, Montreal, in charge of the welt shoe-making Department.

H. Turcotte, formerly with Geo. G. Gales Co., Montreal, has severed his connection after ten years service. He has now purchased the stock of A. Lecompte, Ltd., at 241 St. Catherine St.,E., Montreal, and has leased the premises at that address.

The stock of A. Lecompte, Ltd., at 168 St. Catherine St., W., Montreal has been bought out by Messrs. H. Marchand and W. Baranovsky, and the premises have been leased. The store is now known as the Capitol Boot Shop and is getting off to a good start under the new management. Mr. Marchand was formerly manager for Adelstein Bros., with whom he had been 13 years. All success to the young concern.

The Danforth Boot Shop, Toronto, is moving from 156 Danforth Ave. to 828, where more commodious premises will make room for their increased business.

A branch of the Fifth Ave. Shoe Store, 119 Yonge St., Toronto, has been opened at 425 Danforth Ave. Elsie & Sons are proprietors.

H. Reid & Co. have removed their shoe repairing business from 4 Yorkville Ave., Toronto, to 824 Yonge St., where they have also installed a complete line of footwear, and will operate at retail.

Eddie Wettlaufer, of the Ahrens Shoe Co., together with Mrs. Wettlafer, recently returned from a automobile trip

through Berkshire Hills and Catskill Mountains. Mr. Wettlaufer will now resume his lawn bowling activities for which he is famous.

On June 4, at Newark, N. J., Mr. J.J. Keatings, manager of the United Last Company, Maisonneuve, was married to Miss F. Smeall. On June 1st, Mr. Keating was entertained at dinner at the Bouillon Cafe, Montreal, by a large number of his friends connected with the shoe industry, who wished him every happienss. We add our congratulations.

The staff and employees of Dufresne and Locke, Limited, Maisonneuve, will hold their annual picnic on July 23. This will take the form of a boat trip to Lavaltree.

"Kendal's 'Maple Leaf Shoe Store" has recently been opened at 221 and 223 Wellington St., South, London. Mr. B. Kendall is the proprietor. He is carrying a full line of both shoes and hosiery.

A. S. Kimmerly & Son, Napanee,, Ont., are remodelling old Beaver Office on Dundas St., into a shoe store.

Norman McLeod, of the Nunn, Bush & Weldon Shoe Co., Milwaukee, Wis., is spending several weeks with his parents in Toronto, and was a visitor at the N.S.R.A. convention.

Andrew McPhail, of Uxbridge, Ont., and Felix Forbert, of Lindsay, Ont., were visitors at the N.S.R.A. convention and made an interested inspection of the various lines shown by the manufacturers in their sample rooms.

J. A. Creech represented Chas. Tilley & Son at the King Edward Hotel during the convention.

J. Harvey Creech has taken charge of a shoe repair business at 924 Bloor St., Toronto.

S. Siverns, of Kingsville, Ont., has purchased the building occupied by the Kingsville Reporter and plans to remodel and fit it up as a first class boot and shoe store. A modern shoe repair shop will be operated in connection with the store.

John A. Durnan has lately gone into the shoe repair business. He is located at 1309 Dufferin St., Toronto. Mr. Durnan is a returned soldier.

The Hurlbut Shoe factory at St. Mary's, Ont., was in serious danger of destruction by fire recently when a blaze which started in the attic got a fair hold in the rafters and made its way through the roof. Hard work on the part of the firemen saved the building and with very slight loss either from fire or water. Investigation showed that the fire was due to gross carelessness on the part of someone who had charge of building the chimney when the building was remodelled, as a pipe hole led right through a timber without any protection.

J. Gascho & Son have commenced work on a large warehouse to be erected adjoining their store at Zurich, Ont.

Mr. Douglas, for many years one of the most prominent shoe merchants in the city of Calgary, where he had an enviable business reputation as "Douglas, the Shoe King," is again entering the retail shoe business in that city. He has leased a store in the Capitol theatre building, and commenced operations at the beginning of this month. Mr. Douglas is setting out with the intention of making this one of the finest shoe stores in the Canadian West, and, with this in view, he is putting in a stock of exclusive novelty shoes, and is outfitting the premises in the most up-to-date and attractive manner.

Here is evidence that the shoe business is not as bad as it's painted. Saxe Bros., 125 Sparks St., Ottawa, have opened a fine new store in that city, known as the Duane Shoe Shop, at 207 Sparks St., and they are also opening a new store in Montreal. Healthy expansion is the result of sound business policy.

We regret to announce the death of Mr. Allan Cassleman, a highly-esteemed citizen merchant, of Morrisburg, Ont. The late Mr. Cassleman had for fifteen years carried on a successful shoe business on Main St. in this town, in conjunction with his sister, Mrs. Tupper. He had not been in good health for some time, but it was only during the last few weeks that he has been confined to his room.

At the May meeting of the Chamber of Commerce at Chatham, Ont., Charles E. Clements, shoe merchant, was elected to the directorate for a two year term.

S. McClelland has joined the sales staff of the Emery Poustie Co. at Port Burwell, Ont.

About two dozen pairs of shoes were taken from the store of J. H. Vance at Bothwell in a midnight raid recently by youthful robbers. Several other stores were robbed and a posse of citizens heavily armed with rifles took after the thieves and after a chase lasting two days and two nights surrounded them in a thick bush. The stolen goods were recovered.

Will Ashplant of the Hubert Ashplant shoe store, London, who has been seriously ill for some time has recovered sufficiently to be removed from the hospital to his home and is steadily regaining his strength.

Sam Vance of Tillsonburg, Ont., has been maintaining his reputation as one of the finest trap shots in Canada. At the big district tournament in London recently he was high gun with a score of 143 points out of a possible 150. Mr. Vance also visited New York and took part in the annual spring tournament of the New York Athletic Club. In a two day shoot in which there were 160 competitors Mr. Vance was high gun on the second day making 190 points out of a possible 200. The first day he scored 188.

O. Goulet & Fils, Limitee, has recently been incorporated, with authorization to carry on business as boot and shoe manufacturers and tanners. Head office in Quebec.

W. G. Miller, who has been in charge of J. Weizel & Company's shoe store in St. John, N. B., was recently transferred to the company's Halifax branch, where he will be store and advertising manager. For two years previous to his coming to the Maritimes, Mr. Miller was manager of the Hartt Shoe Store, Montreal. He was also, for a time, manager of the retail business of the Amherst Boot and Shoe Company, Amherst, N.S.

A concern is being organized to locate a tannery at Georgetown, Ont., and their proposition is being voted by the ratepayers of the municipality. Messrs. F. R. Marshall and Hudson are at the head of the enterprise.

The Regal Boot Shop, 415 St. Catharine St. W., Montreal, was robbed recently of several thousand dollars worth of stock. Entrance was effected by the burglars through the skylight during the night, and they showed excellent discrimination in their selections from the stock, picking the most expensive and latest styles. All the silk used for the window dressing and interior was also removed. An inventory was necessary to ascertain the full extent of the depredations. The loss is covered by burglar insurance.

The boot and shoe merchants in the Danforth district, Toronto, have been discussing the introduction of an early closing measure for Wednesday afternoon. A number favor closing all day Wednesday, during the summer. There are but few in the district who keep open full time, and an effort will be made to bring all into line.

* * *

If during the continuance of the stike of the printing trades in Toronto it should be noticed that typographical errors are creeping into our pages, or that some of the items seem a little late in appearing, we must beg our readers' indulgence and ask that they keep in midn the difficult conditions under which we are operating. Despite the obstacles with which we have to contend, however, we are optimistic and have good hopes that the situation will gradually improve from now forward.

The POLISHES That Get

MELTONIAN
BOOT POLISHES AND CREAMS

The
Super-Standard
of
EXCELLENCE

SAMPLES
PRICES
& TERMS
with
PLEASURE
from

Mr. Robt. D. AYLING
23 SCOTT STREET
TORONTO

Agent for the sole manufacturers
E. BROWN & SON, LTD.,
LONDON AND PARIS

Hold of The Public

Canadian Shoe Dealers!

Style No. 1300

WE ARE STYLE ORIGINATORS AND MANUFACTURERS OF HIGH GRADE SHOE ORNAMENTS and can furnish straps in any leathers in any color, either beaded or unbeaded.

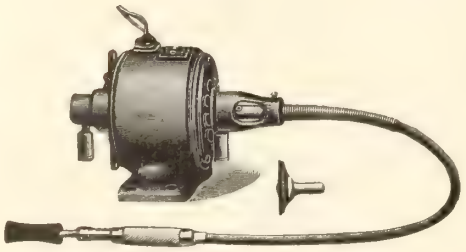
We are especially equipped to make quick delivery on straps and buckles for white shoes.

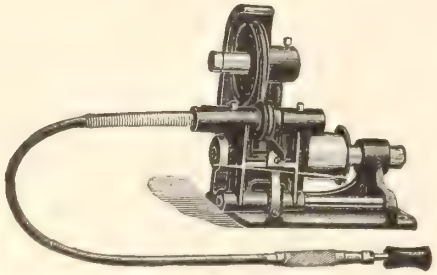
Samples and prices will be sent on request.

Parisian Beading Works

207 Manhattan Building
Philadelphia, Pa.

Handles Tip Buffing and Light Scouring





A Splendid Machine for all Kinds of Light Sanding

FOR MOTOR OR BELT POWER

Our Tip Buffing and Light Scouring Machine is a great help in getting over the small work speedily, and will save its cost in a short time. You can attach the motor to an ordinary lamp socket, and operate the machine in any desired position. The Belt Machine has friction drive, requiring no loose pulley. Any shaped buffer may be used, or emery discs as supplied by us may be attached. Let us send you one of these on ten days' approval. Write us for futher particulars.

THE
LOUIS G. FREEMAN CO.
CINCINNATI, OHIO

BY ROYAL APPOINTMENT

1770 1921

Day & Martin's

(The House w.th a History)

Outfit

Black or brown leatherette box with padded lid, embossed with silver lettering, containing :

1. **One tin of either Black or Brown Day & Martin's Wax Shoe Polish in the tin with the Tab.**
2. **Hard brush for removing the dust. This brush also has a small end for applying the Polish.**
3. **Soft brush for polishing.**
4. **Scarlet velvet pad for finishing.**

Full directions how to keep shoes young the Day & Martin way,

The Day & Martin Outfit will appeal to your customers as a useful and compact shoe-cleaning set, to pack easily in their grip for use when going on a journey. For you it makes an attractive window or counter display, and is supplied at less than cost price to all dealers stocking Day & Martin's Shoe Polish.

Quotations on receipt of post card to :—

HARGREAVES (CANADA), LTD.,
24, Wellington Street West, TORONTO.
WINNIPEG. VANCOUVER.

RESULTS!

The methods at the command of the shoe retailer for procuring a thoroughly reliable, mailing list are often expensive and uncertain

For instance, the dead letter matter encountered when lists have been compiled from telephone and city directories or voters' lists would sometimes pay for one-third of the advertising.

The best way is to send direct to us. We have the most up-to-date mailing lists on the market. They are revised annually and have proved 98 per cent correct.

Prices are surprisingly low when comparing the cost of direct advertising and results with other advertising.

No extra office staff required, your printing, addressing and mailing handled at very small cost.

Let us send full particulars.

PROCTOR & PROCTOR
Aurora, Ontario.

Window Displays that attract

Are arranged with our snappy and attractive items.

Fancy Papers, Borders, Artificial Flowers, Glass Stands, and Shelves, Baskets, Thumb Tacks, etc. etc. etc.

Our catalogs are ready for the asking

Doty&Scrimgeour Sales Co.
30 Reade St., New York City

What Are You Looking For When You Buy Shoe Ornaments?

First of all—QUALITY—Up-to-date styles and durable merchandise.

Then—PRICE—which means readiness to pay value for value received.

Last, but by no means least, you want SALEABLE MERCHANDISE ornaments and novelties that the public will buy for their beauty, comfort and attractiveness.

The Right Place to Look is the

The Reynold's Line

BUCK-EL-ON SHOE ORNAMENTS NOVELTIES SUPPLIES

William Reynolds Inc.

PROVIDENCE RHODE ISLAND

Give a receipt
and get all your money

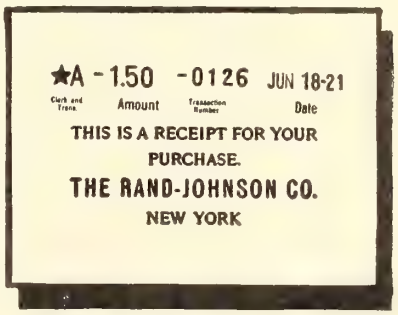
The right way to handle a sale

1. Collect the goods at the wrapping counter beside the register.
2. Tell the customer the price and get the money.
3. Register the sale.
4. Wrap the receipt in the parcel.
5. Give parcel and change to the customer.

The customer gets quick service.

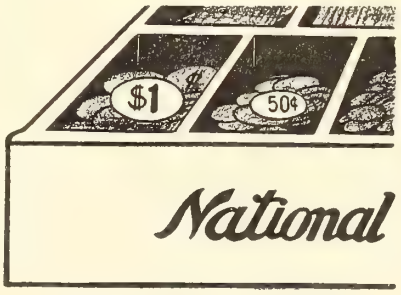
The clerk gets credit for making the sale.

The merchant gets all of his profits.



Wrap this receipt in the parcel

Get this receipt inside the register



And get all your money

We make cash registers for every line of business

NATIONAL
CASH REGISTER CO.
OF CANADA LIMITED

[From the Boston Transcript, June 9, 1921]

ANSWERS MANUFACTURERS

Boot and Shoe Workers Oppose Wage Reduction

Cut Would Save but Few Cents to Consumer

Brockton Business Would Benefit Little

Special to the Transcript:

Brockton, June 9.—Boot and Shoe Workers' Union members have drawn up their reply to the Brockton Shoe Manufacturers' Association's request for arbitration of a proposed wage reduction of twenty per cent, saying that while they are willing to cooperate for the benefit of the industry they cannot yet admit that the plan would bring relief to the consumer or stimulate business to any extent.

The communication to the association says that "if in the purchase of a $12 pair of shoes, eleven or twenty-two cents is all that the consumer may expect from a ten or twenty per cent reduction in wages, it is clear that there is a great disappointment in store for those who look for relief in this direction if wages are reduced in the shoe industry." The letter says:

The Joint Shoe Council No. 1, of the Boot and Shoe Workers' Union of Brockton, at its meeting held on June 8, 1921, considered the communication recently addressed by your association to its thirteen affiliated locals, requesting that a application be made to the Massachusetts State Board of Conciliation and Arbitration submitting for adjudication the matter of a 20 per cent reduction in wages to the employees in the shoe industry.

A proposal of this kind involving the welfare of some 24,000 operatives in the shoe industry of southeastern Massachusetts should not be disposed of without deliberate and adequate consideration. Impulsively submitting a question of such great magnitude to any tribunal before exhausting every means of reaching an agreement, is not in harmony with the principles of arbitration.

If the present course as stated by you in this communication is illogical and harmful to the economic interests of Brockton, the delegates to this council have no desire to follow a plan that is detrimental to the men and women whom it represents. It is our wish to cooperate with your association to this end that we may attract to this district the largest possible amount of business and thus assure the greatest amount of employment for those who are dependent on it.

We are not yet ready to give assent to the suggestion that a reduction in wages as proposed will bring either substantial relief to the consumer or have a stimulating effect upon business. It is our opinion that sufficient to justify the direction will not be the purchasing power of the wage-earners in this locality.

The council respectfully suggests that you point out the reasons upon which rests the belief that the present standard of wages is harmful to the economic interests of Brockton, and that if the same is lowered to any extent the increase in business which may be expected and the relief this will bring to the consumer.

In the public statement issued by the association, it is said that "there still remains in the minds of the shoe-buying public, the feeling that the war-time rates of wages are still being paid and labor has not done its duty in meeting present-day conditions."

This council is ready to join with you in issuing a statement to the shoe retailers of the country, indicating what a 10 per cent or 20 per cent reduction in the cost of making shoes would be to the consumer. Such a course might well have a stabilizing influence, and remove an existing uncertainty.

If in the purchase of a $10 or $12 pair of shoes, 11 cents or 22 cents is all that the consumer may expect from a 10 per cent or 20 per cent reduction in wages, it is clear that there is a great disappointment in store for those who look for relief in this shoe industry. If wages are reduced in the shoe industry, we will give respectful consideration to the attitude of the Brockton Shoe Manufacturers' Association on these vital matters, and express the hope that an early reply will be received.

BOOT & SHOE WORKERS UNION
UNION STAMP
Factory

Boot and Shoe Workers' Union

246 Summer Street, Boston

COLLIS LOVELY
Gen.-President

CHAS. L. BAINE
Gen.-Sec.-Treasurer

PAPER BOXES

We manufacture paper boxes of every description for Boots and Shoes. Send us your enquiries stating sizes and quantity.

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THE

King Paper Box Co.

Limited

Everything in Paper Boxes.

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PHONES: LASALLE 440—2085

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Shoes, Gloves, Saddlery
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JOHN McENTYRE LTD. 28 St. Alexander St. MONTREAL, QUE.

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Be sure of the quality, the size and the strength of the threads you use by specifying

Barbour's *Dependable Quality* Linen Threads

You can pay less; but you'd better not; good THREADS are cheaper; it's in the QUALITY—not in the PRICE.

For

Lockstitch	**Welt**
McKay	**Turns**

Threads for all type machines.

Good Stocks Carried at

Toronto MONTREAL Quebec

FRANK & BRYCE, LIMITED

STANDARD SCREWED SHOES

IN
MEN'S BOY'S YOUTH'S
LITTLE GENT'S
AND CHILDREN'S

A. A. COTE & SON
LIMITED

McKAY SEWED SHOES

IN
MEN'S BOY'S YOUTH'S
LITTLE GENT'S
AND CHILDREN'S

ST. HYACINTHE
QUE.

Manufacture lines of Staple McKay Shoes in Men's, Boy's, Youth's, Little Gent's, and Children's, as well as a Strong Line of Heavy Working Shoes, out of best Chrome Tanned Side Leathers, on Foot Fitting Lasts, at reasonable prices, Standard Screwed Soles, Stitch Aloft, Natural Finished Bottoms, so that buyer can see the nature of leather, and know what he is buying. THAT'S THE LINE FOR YOU.

Fred. F. Dufton
LEATHER

50 Foundry Street South
Kitchener - Ontario

SHEEPSKINS
Representing : Clarke & Clarke, Ltd., Toronto

GLAZED KID
Representing : The Bonner Leather Co., Montreal

CALF AND SIDE LEATHER
Representing : C. Galibert & Son Co., Montreal

GLAZED HORSE
Representing : Lucien Borne, Quebec

GOODYEAR WELTING AND MENNONITE
Representing : Wickett & Craig, Ltd., Toronto

CUT SOLES
Repres'ng : The Provincial Cut Sole Co. Kitchener

Stock of above well known lines always on hand. Call and inspect them.

We Can Save Money for You on Your Shipping & Packing

H & D Solid Fibre Board Boxes

1.—They protect your shipment against loss from dampness and water.
2.—They are extremely light, which means low freight charges.
3.—They cannot be opened without breaking the seal.
4.—They save time in packing.
5.—They save storage space.
6.—They have strong advertising value.
7.—They can be made to your specifications.
8.—Their first cost is lower than wood.

Our booklet "How to Pack It" explains all—write for it.

The Hinde & Dauch Paper Co.
of Canada Limited
TORONTO ONTARIO

Shoe Manufacturers' Supplies

We shall be pleased to quote prices and give any information desired on any of the following: Steel Dies, Shoe Stamps, Shoe Lining Markers, Stencils, Marking Inks and Supplies, Numbering Machines, and Rubber and Brass Stamps for all purposes.

Write us today

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ESTABLISHED 1875 — 221-223 McGill St. Montreal — Tel. Main 1434 & 6616

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RUSH ORDERS

FOR

CUTTING DIES

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CUTTING DIES

ARE GUARANTEED DIES

The most Up-to-Date Plant In Canada and expert die makers insure High Grade work and Expeditious Service, NO DIE TOO LARGE OR TOO SMALL FOR US TO MANUFACTURE.

All Estimate Work Free. ***A Trial Order Will Convince.***

United Shoe Machinery Co. of Canada, Limited

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179 King Street West

All Canvas and Felt and Canvas Combination Innersoling

FOR McKAYS

The stitches sink completely below the surface in this material and there are no uncomfortable, humpy places. It's the ideal innersole for McKay work at a low cost.

Every inch is usable—practically no waste in cutting. Let us send samples for proof

THE LANDERS BROS. CO.
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KELLEY KID

LEADS THEM ALL
in Uniformity,
Fine Texture, Wearing Qualities and Finish

In our West Lynn Factory during 310 working days, the average daily output has been 800 dozen finished skins, or an equivalent of 9,600 skins per day. This represents 60,000 feet of leather turned out each day, or 18,600,000 square feet of leather in one year. This amount provides over 6,200,000 people once a year with one pair of shoes—a large army!

Sold in All Foreign Countries

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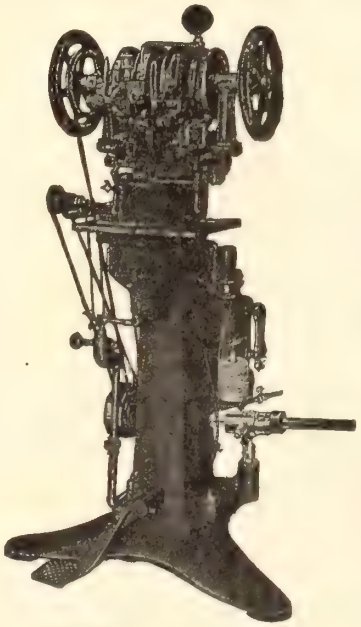
Tannery and Main Office, LYNN, MASS.
Selling Agents:
ROUSMANIERE, WILLIAMS & CO.
87-93 Lincoln St., BOSTON, MASS.

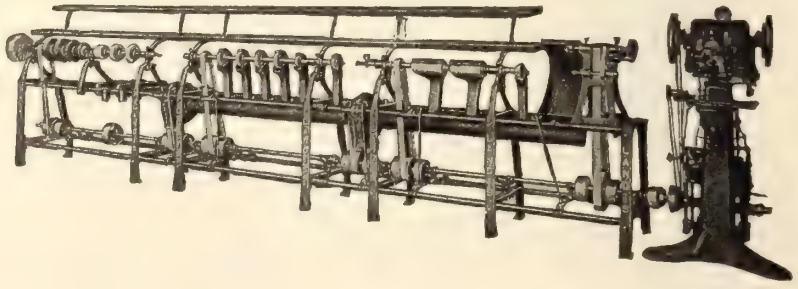
Landis Outfits are Money-Makers



Landis No. 12 Shoe Stitcher.
Sold on Easy Terms—No Royalty.

Landis Stitchers and Finishers are unequalled in quality; the prices are reasonable and the terms are easy.

We have many models of stitchers and finishers. Write for complete catalogue with prices and terms.



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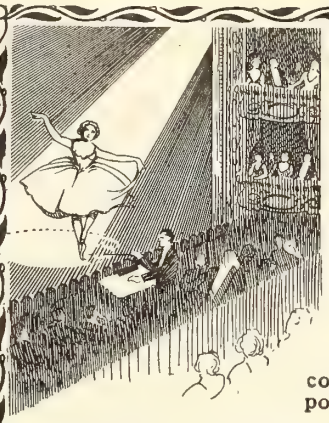
Power Shoe Lace Tipping Machines

Textile and Special Machinery
Harris-Corliss Steam Engines

Send for Catalogue

The Franklin Machine Company
Engineers Founders Machinists
189 Charles Street, Providence, R.I.



The Greatest Dancers of the Day

insist on wearing Arthur Franks' Ballet Shoes. No other shoes afford the same amount of comfort and support.

BALLET SHOES

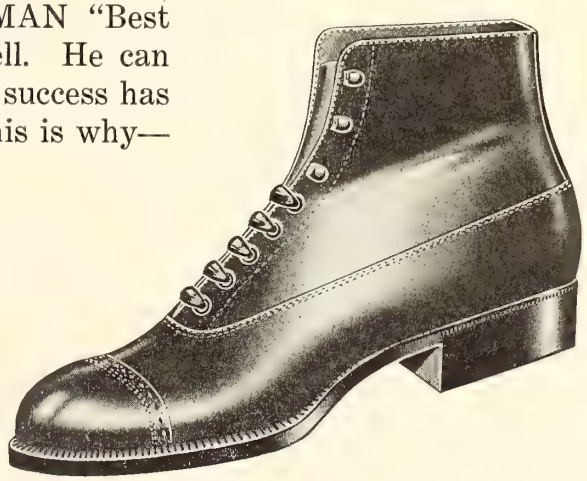
by Arthur Franks are supplied to Mesdames Pavlova, Kaisavina and Vera Karalli, and Messieurs Novikoff, Volinini, Adolph Bolm, etc.

Arthur Franks

3 Cotton Street, Australian Avenue,
London, E.C. 1, England.

Ask Your Jobber, He Knows

Your Jobber will tell you that the SISMAN "Best Everyday Shoe" is one that it pays to sell. He can no doubt tell you of many retailers whose success has been due in a large measure to it. And this is why—



The SISMAN "Best Everyday Shoe" boasts of materials, and workmanship usually found only in footwear selling at a much higher price. This extra value is never allowed to vary. Can you think of any surer foundation upon which to build permanent business?

Ask your Jobber to-day. He knows.

THE T. SISMAN SHOE CO., Limited
AURORA, - ONTARIO

"La Duchesse" McKays for Women Turn Slippers for Men

Get in touch with your jobber early and let him show you the splendid "La Duchesse" models he has waiting for you. In a variety of leathers, lasts and patterns, and radiating good workmanship and unusual value.

Jobbers Only

"La Duchesse" Shoe Co.

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MONTREAL

The Peterboro Shoe

For MEN, BOYS, YOUTHS and LITTLE GENTS

A staple line of Footwear, prominently known for its superior workmanship, first grade materials, smartness and comfort. A Line you can stock with assurance. Write us to-day.

B. F. Ackerman, Son & Co., Limited

PETERBORO, Ont. Western Branch, REGINA, Sask

MAKERS OF THE "PETERBORO" SHOE

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The Largest Shoe Factory Supply House in Canada

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Shoe Machinery, Findings and Factory Supplies

We are Exclusive Canadian Agents for the following well-known houses:—

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We carry three large stocks in order that we may serve you promptly. You will do well to avail yourself of these stocks.

Quality Goods ***Right Prices***

INTERNATIONAL SUPPLY CO. SERVES YOU RIGHT MONTREAL KITCHENER QUEBEC

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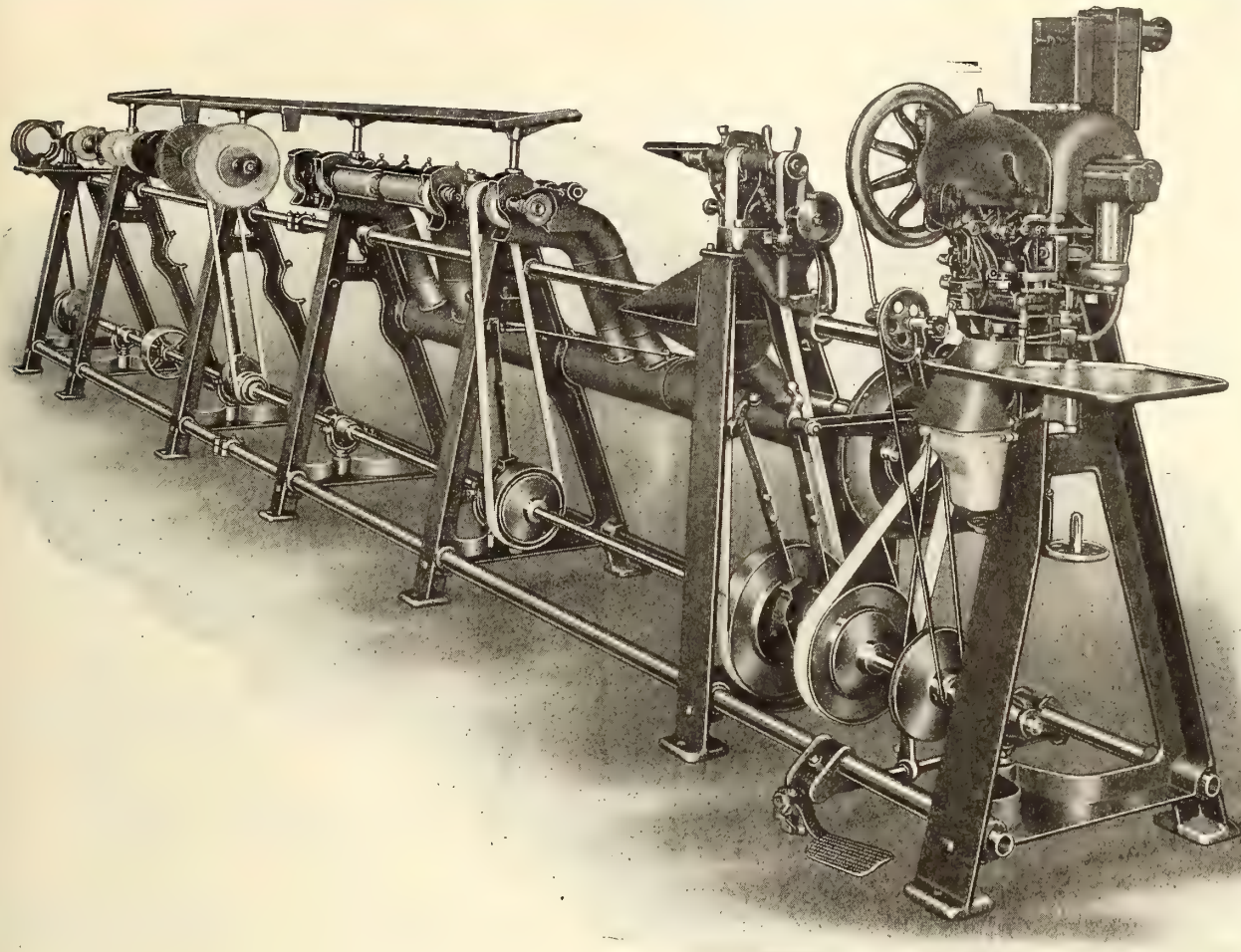

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GOODYEAR

SHOE REPAIR OUTFIT?

BUT

Can You Afford to do Without It?

We have made it possible for every Shoe Repairer to install one of these GOODYEAR Shoe Repair Outfits on very easy terms. Simply drop us a line and we will tell you why you cannot afford to delay installing a Shoe Repair Outfit.

United Shoe Mach'y. Co. of Canada, Ltd.
MONTREAL

Toronto **Kitchener** **Quebec**

THE effectiveness of your window display may be greatly increased by the use of attractive display fixtures.

It is not possible to excel in appearance or workmanship the fixtures which are designed and made in our workshops.

Our catalog contains a variety of designs from which to make your choice. May we mail you one?

Decorative Fixture Company
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TRADE MARK REG. U.S. PAT. OFF.
THE FABRIC TIP—
IT CAN'T COME OFF

Shoe lacers are bought on faith
A lacer is such a small part of a man's attire that he does not ordinarily give it a great deal of thought. He takes your word for it.
You know that the Nufashond Fabric Tip is part of the lacer itself. It can't wear off. It can't break or wear shiny and shabby, and will give him more wear than he ever expected from a shoelacer.
And in flat or tubular shape--in all sizes--in all the wanted colors for all sizes and styles of shoes.
Display cases--to make selling easy --and display cards aplenty.
That means profit to you.

Nufashond
TRADE MARK REG.

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NON-RIP SANDAL

Don't forget the National Shoe Retailers' Convention, Toronto, July 13-14. Make it a point to be present.

Here is a sandal you can recommend as being made to stand the hardest kind of wear and tear. It is solid leather throughout and heavily stitched—an ideal sandal for the youngster who is hard on shoes. You'll make a friend with every pair sold. Made in two colors—black and tan.

Humberstone Shoe Co., Ltd.
HUMBERSTONE, ONT.

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HOCKEY BOOTS

Our Hockey Boots have extensive sales and supply a wide demand at a reasonable price. The quality and workmanship put into their manufacture insure a first-class product on which you can realize a large and profitable turnover. Write us for samples.

J. E. SAMSON ENR
QUEBEC

Penny-wise Saving

Of course you can get cheaper box toes than Vulco-Units—but does it pay? Any manufacturer who has ever used them will say, no. In fact Vulco-Units are to be considered as something which yields large returns, not as an added expense.

They not only preserve the appearance of the shoe but give greater comfort to the wearer. Being waterproof and perspiration proof they are the most durable box toes made.

Be sure of the genuine by getting in touch with us direct.

BECKWITH BOX TOE LIMITED

SHERBROOKE, QUEBEC

Sound Merchandise

at rock bottom prices

No. 46

THE jobber will find ample opportunity for profitable turn-over in our splendid line of. Men's, Youths' and Boys' shoes.

There is no better time than right now to get in touch with us. We believe we can make you very attractive quotations.

Ask us about our Women's McKays.

No. 50

LAGACÉ & LEPINAY

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"Judge It by Its Users"

New Castle Kid

BLACK — WHITE — COLORS

Send for Samples

New Castle Leather Co.

NEW YORK

Canadian Branch:—335 Craig St. West, Montreal
Factory:—Wilmington, Del., U.S.A.

H. W. UPHAM

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Leather and Findings

Promptness and quality is our motto.
No orders too large or too small.

We solicit a trial order.

ALL KINDS OF SHOE REPAIRING MACHINERY

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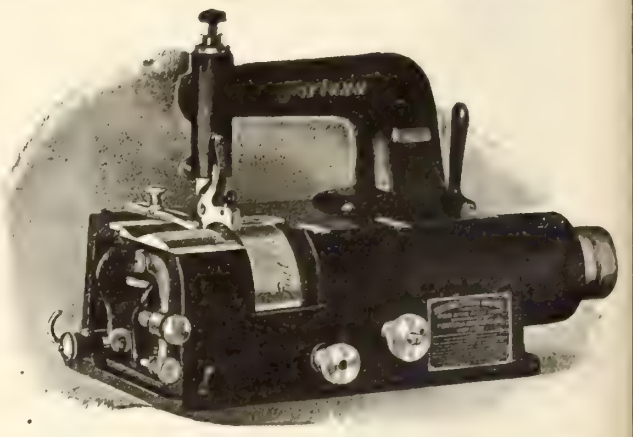
Skiving Machine



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Used extensively by Manufacturers of
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HECTOR SHOE CO., Montreal

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Manufacturers of a

Complete Line of Turns

We also Specialize in Children's McKays

Maltese Cross Rubbers

Leaders for Over a Quarter of a Century

Consistent high quality year after year has made Maltese Cross Rubbers the standard line of discriminating retailers throughout the entire Dominion. There must be a solid foundation to this dealer popularity which has substantially increased each year during the last quarter century.

It is the exceptionally high class material and skilled labor used in fabricating Maltese Cross Rubbers that has been instrumental in building this inestimable loyalty. If you are vitally interested in your reputation—and we believe you are—you will safeguard it by selling and recommending Maltese Cross Rubbers to your customers.

Gutta Percha & Rubber, Limited

Head Office and Factory :: Toronto

SHOE RACKS

We Make
"SHOE RACKS" OF ALL STYLES
END WOOD CUTTING TABLES
HARDWOOD DIEBLOCKS
TABLES FOR SHOEMAKERS
WOODEN BOXES OF ALL KINDS

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The Lincoln Paper Mills
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can supply
your requirements
in

GLASSINE

Super-Glazed Kraft
for Interlay

Wrapping Paper

The above are thoroughly Canadian-made products of the highest quality and at the attractive prices quoted, should appeal to every Canadian shoe manufacturer.

Will you get in touch with us ?

LINCOLN PAPER MILLS CO., LTD
MERRITTON ONTARIO
Branch — 112 Bay St., Toronto.

Orthopaedic Bootmaking

Special Shoes
for
Crippled and Deformed Feet

S. J. FRIEDMAN
320 Granville St., Vancouver, B.C.

"When there are Better Machines, the Progressive Factory will build them"

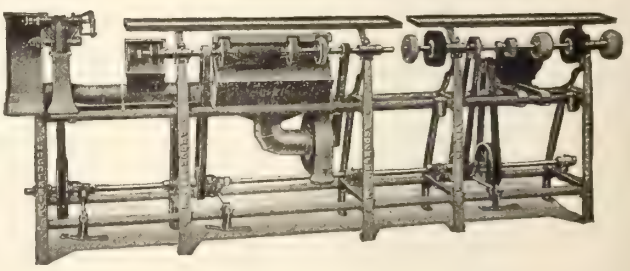
That is the slogan that has given the Progressive Organization the incentive to make Progressive Finishers better.

It is the declaration of policy that has given every man in the Progressive Plant a definite standard which his efforts must meet.

This standard starts with the selection of the raw materials and continues throughout the various operations. It does not stop with the finished product but is carried on into the service rendered the purchaser.

The maintaining of this standard has been made a cardinal principle which the Progressive Company is determined to continue; and so the Progressive employees, knowing that even the slightest deviation from it will not be tolerated, build into Progressive products a quality that is not likely to be equalled by equipment of other manufacture.

The No. 18 Catalog describes our entire line of equipment. There's a copy of this book waiting only for your post card saying, "I'm interested."



Progressive Shoe Machinery Co.,
MINNEAPOLIS, MINN.

The Success of the 1921 Season

Shown by

Daoust, Lalonde & Co., Limited

Montreal - Quebec

The shrewd Retailer Demands Clarke's Patent Leather

The retailer who specifies "CLARKE'S" whenever he is ordering patent leather footwear shows rare judgment and shrewdness. By doing so he knows his customers will get greater all round satisfaction and he will also benefit in the long run.

Are you specifying
"CLARKE'S"?

A. R. CLARKE & CO. LTD.

The largest producers of patent leather in the British Empire.

MONTREAL TORONTO QUEBEC

Vol. XI.—No. 8 Toronto, August, 1921

Footwear in Canada

THE CLASSIC SHOE

Children are always well and happy when wearing Classic Shoes

Made only by

GETTY & SCOTT, LIMITED

Makers of Classic Shoes for Women and Children

Galt - Ontario

The Popularity of PANTHER SOLES AND HEELS Means Bigger Business for the Repair Man Who Uses Them

PANTHER SOLES AND HEELS

——give twofold satisfaction. Repairer and wearer alike have proven their merits. The job is quickly, easily and efficiently done "the Panther Way"—the way of satisfied customers and bigger business.

PANTHER RUBBER COMPANY, LIMITED

SHERBROOKE, QUEBEC

Plenty of Time Yet To Sell

FLEET FOOT

August is the greatest "going-away" month of the year, and everybody wants FLEET FOOT to wear on their holidays.
Baseball, lacrosse, football, tennis and golf will be played for two months yet.
Schools start in September, and FLEET FOOT Shoes will be in big demand among the boys and girls for basket-ball and gymnasium work.
There will be steady calls for FLEET FOOT right through the early Fall. Keep FLEET FOOT to the front and carry a complete range of sizes in your best selling lines, particularly the sport models.
The nearest Dominion Rubber System Service branch is always at your service and will fill your orders PROMPTLY.

Dominion Rubber System

Service Branches are located at:

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Brantford, Kitchener, Hamilton, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

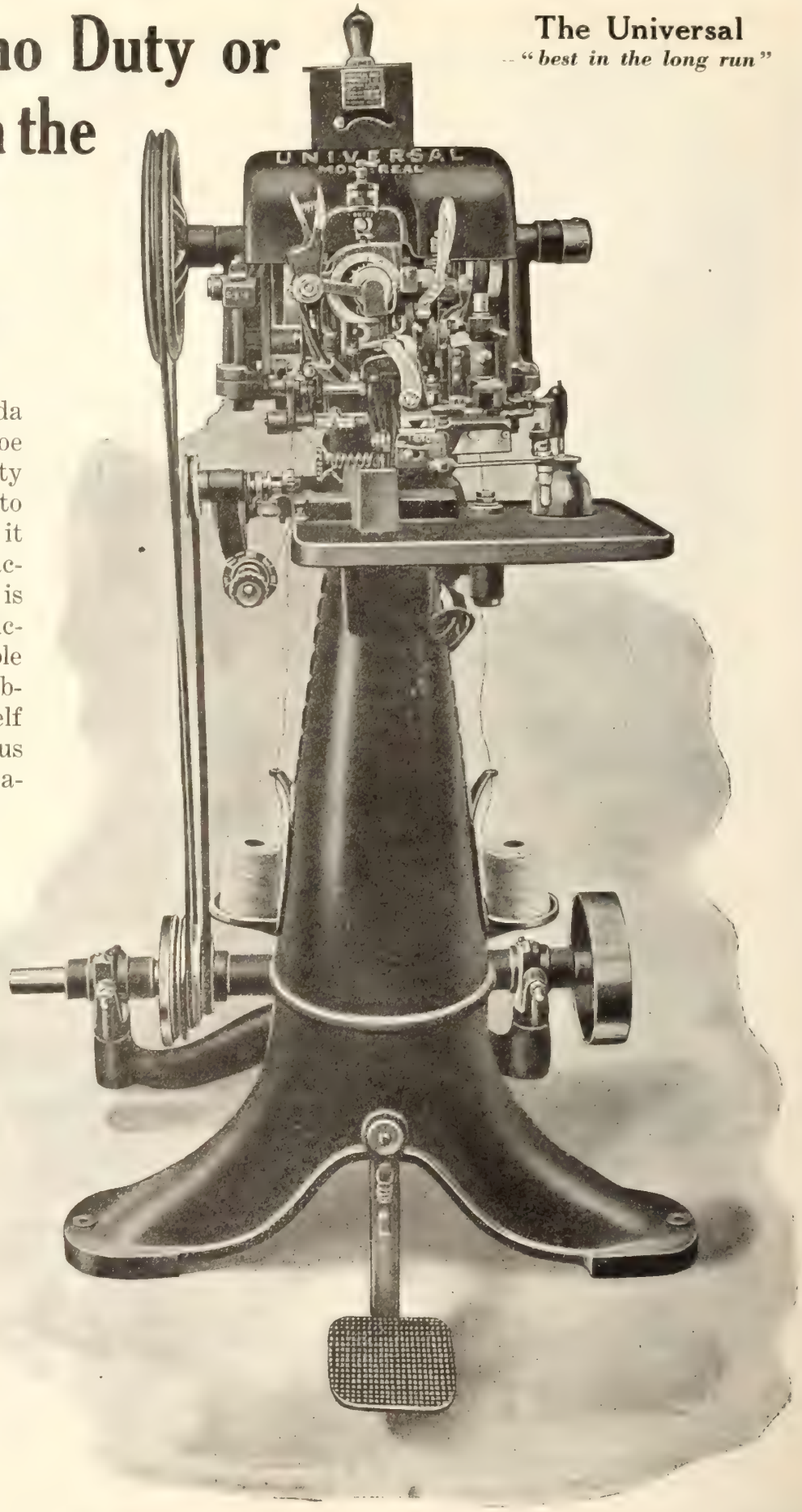
CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION RUBBER SYSTEM
AND ASSOCIATED COMPANIES

You Pay no Duty or Royalty on the Universal

The Universal
—"best in the long run"

It's Made in Canada

Built right in Canada for the Canadian Shoe trade. No Royalty, Duty or Exchange Rates to pay and we guarantee it to give every satisfaction. In design it is most modern and efficcient and as a profitable investment has established a name for itself wherever used. Let us send you full information as to prices, etc.



Universal Shoe Machinery of Canada Limited
128 Queen Street
Montreal

We are desirous of appointing agencies in all the Provinces of the Dominion. Write us for particulars.

The Yamaska Brand
J. A. & M. Cote
ST. HYACINTHE.
CANADA.

Include these three models in your Fall buying

It is only necessary to see the Yamaska samples for Fall to realize that the whole range is one of unusual merit.

That they are going to be big sellers there is no doubt. Yamaska workmanship, style and value will make them so. Wait for our representatives before placing.

No. 072. Men's Welt, Bal, Pointed Toe Last. Made in mahogany velour side. Also Gunmetal Calf and Box Kip black, sizes 6-11.

No. 311. Women's and Growing Girls' McKay, Bal. Made in Gunmetal Calf, Dongola, Mahogany Velour side or patent vamp and dull top. Sizes 3-7.

No. 313. Women's and Growing Girls' McKay, Oxford. Made in Gunmetalf Calf, Dongola, Mahogany Velour side, and Patent. Sizes 3-7.

La Compagnie
J. A. & M. COTE
St. Hyacinthe - Quebec

A Selling Campaign Based on Style

When business begins to slow down and you cast about for new ways and means to revive it--start a selling campaign based on style.

This season a number of manufacturers have adopted this plan, many of whom we have been co-operating with and the increased business reported clearly indicates the public's frame of mind.

We can help you too. Our representative will gladly call and talk over the situation and suggest such styles as fit in your line.

Get in touch with us to-day--the first step towards better business.

UNITED LAST CO.
Limited
MONTREAL P.Q.
Toronto Office 64 Wellington St.W.
Room 212 Telephone Adelaide 4499

Much of the success of United Lasts is attributed to the excellent conditions under which they are made. The accompanying photograph shows a corner of the model room.

"Canadian-made Counters for Canadian-made Shoes"

DUCLOS & PAYAN Counters are carefully and uniformly manufactured.

We guarantee that our Fibre Counters are made to fit any last. They are pliable and yielding, and thus conform to the shape of the foot.

The counters are also guaranteed to outwear the shoe.

DUCLOS & PAYAN

Ed. R. Lewis, 45 Front St. East, Toronto; Ontario Selling Agent
Richard Freres, Quebec Selling Agents for Quebec City

Tannery and Factory: ST. HYACINTHE, P.Q.

Sales Office and Warehouses: 224 LEMOINE STREET, MONTREAL

Visit Our Warehouse During the

J. A. McLAREN
Company, Limited
Wholesale Shoe Distributors
TORONTO ONT.

Canadian National Exhibition

During the Canadian National Exhibition (Aug. 27-Sept. 10) you may visit Toronto. No shoe merchant should consider his trip complete without at least one visit to our warehouse. Think what it means. Here we have on display a most comprehensive range of goods of almost every description. An inspection of them will give a valuable insight into what will be in most demand this season and next. Leather goods, rubbers, felts, slippers and white goods are shown—the result of months of close study of trade conditions—and we believe no more representative display can be seen anywhere. Combine profit with pleasure, come and see what we have to offer you. We know you will not be disappointed.

The "Imperial" Shoe

For men and women. Made in all fine leathers.

The "Maple Leaf" Shoe

Men's and Boys' Working Boots, in medium and heavy weight. Every pair guaranteed.

The "Little Canadian"

Misses' and Children's Shoes. Made in the finer leathers.

Rubber Footwear

"Kant-Krack," "Royal," "Dainty Mode," "Veribest," "Dreadnaught," "Bulldog."

Felt Slippers

"Superior" Brand Canadian made Felts. Trickett's and Parker's English Slippers in Felt, Velvet and Arctic Cloth.

Lumbermen's Knit and Felt Socks, Hockey Boots, Men's Fine Leather Slippers, Oil Tan Larrigans, Moose, Buck and Horsehide Moccasins, Sheepskin Wool-lined Moccasins, with and without leather soles. Ladies' Overgaiters. "Speed King" Tennis, Outing and Sporting Shoes.

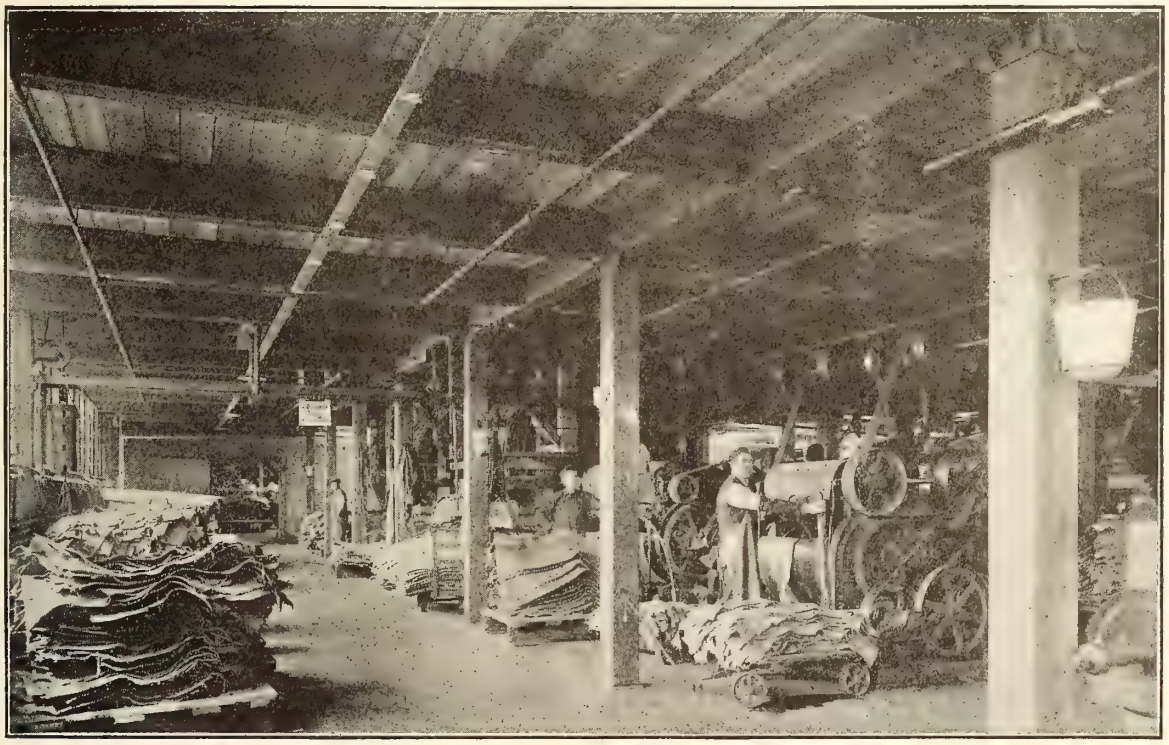
Get in touch with us now for samples

McLAREN J. A. COMPANY LIMITED

Boots, Shoes and Rubbers

30 FRONT STREET WEST - TORONTO

The Proper Preparation of Welting Leather



The illustration shows a corner of our tannery and currying dept.

We would remind you that BARBOUR GROOVED ENDLESS WELTING is tanned and curried in our own factory exclusively for welting purposes.

Welting is our only product, and we devote the most painstaking care and attention to the perfection of these tannery operations that yield the tough, mellow substance of high-grade welting.

Canadian shoe manufacturers show an increasing interest in this super-fine product, and our rock-bottom prices combined with our acceptance of Canadian funds makes BARBOUR GROOVED ENDLESS WELTING a most attractive purchase on this market.

May we sample you?

BY INVITATION MEMBER OF

NEW YORK, U.S.A.

Brockton Rand Company

BROCKTON, MASS.

U. S. A.

Spring Samples for 1922 are now ready

We can truthfully say that our new spring lines of leather and white canvas shoes in both Turns and McKays are the finest ever produced by this firm. From every standpoint —style, materials, workmanship and price they merit your inspection.

Jobbers Only

Gagnon, Lachapelle & Hebert

55 Kent Street - - - Montreal

L. B. Holliday & Company, Limited

Huddersfield, England

ANILINE DYES

And Coal Tar Products

To The Leather Industry:

Can you guarantee your colored leathers?

Do you realize that such a statement would very likely influence an increase in your business?

Today men come to you, demanding an ironclad guarantee—Can you cope with their demands?

You can if you are properly equipped.

The equipment you use and the ability of your men are both very important factors.

Yet they are both dependent upon the dyes and colors you use.

Dyestuffs that are absolutely guaranteed will therefore help you to guarantee your product.

Then why not try L. B. Holliday & Company for your next order for Dyes, Colors, etc.?

The following is a list of our products which are of particular interest to the Leather Trade and which can be shipped from Canadian stocks.

CHROME LEATHER BLACK G
CHROME LEATHER TAN 2G.
CHROME LEATHER BROWN G.
BASIC TAN O.
BASIC DARK BROWN P.
MAGENTA POWDER.
METHYL VIOLET 2-B CONC.
FRENCH BLACK 2938.
CHRYSOIDINE R. CONC.
BISMARCK BROWN R. CONC.
FAST RED A.
NEW PHOSPHINE R.
AURAMINE O. CONC.
ORANGE 11.
PONCEAU G.
BRILLIANT BORDEAUX 2-B.
ACID PRUNE V.
NAPHTHOL BLUE BLACK 10-B.
NAPHTHYLAMINE BLACK H.
LIGHT ACID BROWN L.
DARK ACID BROWN L. R.
NIGROSINE W. S.

Product Samples, Patterns and All Particulars from

L. B. Holliday & Co., Limited

Canadian Office and Warehouse:

27 St. Sacrament Street, Montreal

Orders Supplied Direct from Canadian Stock. **New Products will be Added from Time to Time**

Cables, "Dyewares," Montreal. **Telephone Main 8105**

In the eyes of Man

-the sales power is still the best TEST of VALUE

The sale of Tetrault Shoes leads by far that of all other Canadian shoe manufacturers. The natural conclusion is Buy Tetrault Welts, which are the standard men's shoes in Canada.

If you buy quality, not discounts; selling features, not prices; you will naturally look to Tetrault for your supply of men's Welt Shoes.

To be imitated is the sincerest compliment.

Many factories are trying to make shoes like Tetrault, but they fail in working out those essential details, which characterize our shoes and make them the acknowledged standard of Men's Goodyear Welts in Canada.

The leading Jobbers throughout Canada carry an extensive range of our lines.

The Tetrault Shoe Manufacturing Company

Limited

MONTREAL - CANADA

Vode
KID
The Leather for Fine Shoes

Would you like to have your styles run uniform as to color?

Specify VODE KID. By an improvement in the coloring process, each skin is colored so uniformly that danger of color-mis-matching is reduced to a minimum.

VODE KID is not only uniformly—but also thoroughly-colored. Every color in VODE KID is a penetrating color that does not become streaky in wear.

Specify VODE KID

THE STANDARD KID CO.
Boston, Mass.
Branches in New York, Philadelphia, Cincinnati, Chicago, St. Louis and Montreal.

The

"AMES HOLDEN"

Brand of

Rubber Footwear
Canvas Rubber-Soled Shoes
Felt Shoes and Slippers

IS NOW ON THE MARKET

Manufactured and sold by

Ames Holden McCready, Limited

Halifax, St. John, Quebec, St. Hyacinthe, Montreal, Ottawa, Toronto, Kitchener, London, Winnipeg, Regina Saskatoon, Edmonton, Calgary, Vancouver.

LEATHERS

Glazed Kid
Side Leathers
Glove Leathers
Shoe Findings

Correspondence Solicited

PIERRE BLOUIN Limited
QUEBEC, 60 Colomb St. MONTREAL, 256 Lemoine St.

THE ROBSON LEATHER CO. LIMITED
HIGH GRADE SIDE LEATHER
OSHAWA CANADA

TANNERS AND CURRIERS

Tan Chrome Sides
Mahogany Chrome Sides
Royal Purple Chrome Sides
Elks, various colors
White Buck
Chrome Patent Sides
Dull Chrome Sides
Bright Boarded Sides
Retan Storm Leather
Chrome Tongue Splits

The Robson Leather Co. Limited
MONTREAL OSHAWA QUEBEC

THE BOSTONIAN SHOE

You Pay for the Goods

--*the SERVICE is Free!*

And yet the service you get here is of inestimable value. It enables you to keep your shelves comfortably filled with the newest, most profitable stock at all times. It enables you to get every last sale that's going—in short, it is the safe and sane method of modern shoe merchandising.

You could test it right now on white goods. If you're short on certain lines send us a hurry-up call for more. You'll get them quicker than you can say "James Robinson!"

James Robinson Co., Limited

Specialists in Fine Footwear

MONTREAL

THE BOSTONIAN SHOE

Bostonians For Fall

Why not estimate your needs now?

Our stocks are in splendid shape—were never better in fact.

With the Fall season just around the corner and knowing the values we have to offer we do not hesitate to advance a suggestion. It is to estimate your needs now and send in your order. Prices can go no lower for some time--a sudden rush later on might even stiffen prices somewhat.

Think it over. You have nothing to lose and everything to gain by getting in touch with us now.

James Robinson Co., Limited

Specialists in Fine Footwear

MONTREAL

AIRD & SON
REG.
MONTREAL

SPAULDING'S
Fibre Counters
Guaranteed

SPAULDING'S FIBRE COUNTERS

because of their quality construction, fit easily to the last and continue to fit gracefully and constantly while in service on the foot.

J. SPAULDING & SONS CO., INC.

Main Office and Factory
NORTH ROCHESTER, N. H.

PHILADELPHIA
John G. Traver & Co.
141-143 No. 4th St.

CINCINNATI
The Taylor-Poole Co.
410-412 E. 8th St.

Boston Office
203-B ALBANY BUILDING

ST. LOUIS
The Taylor-Poole Co.
1602 Locust St.

CHICAGO
J. E. D. McMechan & Co.
217 W. Lake St.

SEVEN FACTORIES
Tonawanda, N. Y.
No. Rochester, N. H.
Rochester, N. H.
Milton, N. H.
Townsend Harbor, Mass.

English Agents: J. Whitehead & Co., Ltd., Leicester, England.

Canadian Agents
International Supply Co., Kitchener, Ontario, and Quebec City. V. Champigny, Montreal

SPAULDING'S
OAK TAN
FIBRE INNERSOLING

NEWPORT NEWS

OUR New Fall and Winter Samples are just completed and are very attractive, in Suede, Satin and Brocades, with beads of various designs in jet and steel effects.

A

A This particular design is very appropriate in black and blue Satin in bead effects for evening wear. In Full Louis and Baby Louis heels.

B In black Suede, black Kid and Patent Leather is meeting with favor in the trade. In Full Louis and Baby Louis heels.

B

C

C One Strap in combinations, patent leather vamp and quarter with strap and vamp inserting in various colors, is very attractive and a quick seller. Comes in both Full Louis and Baby Louis heels.

The Newport Shoe Company, Ltd.

WOLSELEY ST., at Ryerson TORONTO, ONT.

When School-Bells Ring Again

There Will Be a Heavy Demand for "RENOWN" Juveniles

School days will soon be here, when the demand for good sturdy shoes for Fall and Witner wear will be greatly increased. "Renown" Juveniles have won their popularity through the exceedingly long wear they give.

Be prepared for this increased business and let us have your order now. We can make immediate delivery on any of the following lnes. Stock up—they will bring new trade to your store.

YOUTHS

600—Gents Gun Met. Bluc.
700—Youths Gun Met. Bluc.
603—Gents Brown Calf Bluc.
703—Youths Brown Calf Bluc.

MISSES

300—Girls Gun Met. Bluc.
400—Miss Gun Met. Bluc.
310—Girls Gun Met. Bal.
410—Miss Gun Met. Bal.
313—Girls Brown Calf Bal.
413—Miss Brown Calf Bal.

GROWING GIRLS

900—Gr. Girls Gun Met. Bal.
903—Gr. Girls Brown Calf Bal.

BOYS

800—Boys Gun Met. Bluc.
810—Boys Gun Met. Bal.
813—Boys Brown Calf Bal.

Scroggins Shoe Company

Limited

GALT - - ONTARIO

FRANK SLATER
Strider
REGISTERED
SHOE

ESTABLISHED 1903

Are You the Man?

ARE you making an effort to increase your business? Are you determined to keep down your inventory? Are you anxious to turn over your capital more often?

If you can say "YES" to these questions, and if there is no STRIDER SHOE agency in your town, you will be interested in our IN STOCK department.
We carry in stock over 30 lines of Men's and Women's Fine Welts in High Shoes and Oxfords.

"STRIDER SHOES" ARE THE MOST PROFITABLE WELTS YOU CAN SELL

SAMPLE PAIRS OF ANY LINE ON REQUEST

EAGLE SHOE CO. LIMITED

587 BEAUDRY STREET MONTREAL

Strider
REGISTERED

By Every Standard of Comparison "STRIDER SHOES" are Better

Now Ready to Ship.

No. 6016. Men's Duchess Brown Calf, Ball Strap Oxford. On Last No. 60. A smart square French Toe. Carried in stock C width, sizes 5-10.

No. 6017. As above on Last 34, which is a semi-recede toe.

These are both big sellers.

No. 5014 Royal Purple Rena Oxford, Single sole, last 406, C & D width, sizes 2-7. Price, $5.65.

Where "ARROW" Shoes are Made

MEN'S HIGH-GRADE GOODYEAR WELT

Travellers will be on the Road August 15th

The new lines of Goodyear Welts our salesmen are showing are particularly pleasing and priced right, and they are up to the usual high standard expected of our shoes—only solid leather counters, insoles and box toes being used.

HOLD YOUR ORDERS FOR OUR TRAVELLERS

Standard Welt Co. Ltd.

3 St. Alexander Street

MONTREAL : : QUEBEC

Goodrich "Hi-Press" Rubber Footwear

Mark this—for genuine service, comfort value, there is not another line of Rubber Footwear manufactured that excells Goodrich "Hi-Press." That is the conclusion reached after hearing the reports of both dealers and wearers during the many seasons Goodrich "Hi-Press" have been on the market.

for

Farmers
Fishermen
Miners
Lumbermen

As a business proposition they prove unusually attractive. The margin of profit allowed is very liberal and yet they sell at a price that means a brisk turnover.

Almost every man who works or lives out of doors has need at some time or another for Gooderich "Hi-Press" — "the rubber footwear with the red line 'round the top."

We carry a full line in stock at all times. Let us send you samples and prices.

Croskery & Company, Ltd.

IMPORTERS AND DISTRIBUTORS FOR ONTARIO

220 King Street West - Toronto

Smart Footwear for Women

ORDER NOW
Get Early Shipments For FALL

Be prepared to show your trade the newest creations early in the season. They will stimulate your sales —and bring you good profits.

You may depend upon the stability of the styles we are showing in this advertisment. Note the popular prices and remember the sterling reputation of our house for making

Smart Footwear for Women

These numbers will be ready for early fall delivery.

Descriptions

No. 354

Six Eyelet Lace Oxford, Welt 108 Last, One Inch Heel

In Gunmetal Calf	$5.25
In Grade A Russia Calf	5.50
In Grade B Russia Calf	5.25
In Patent Colt	5.50

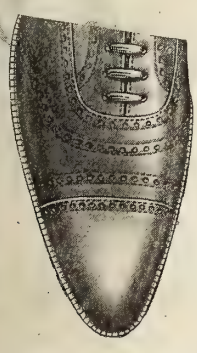
Imitation Ball Strap, 10c Extra

New York
437 Marbridge Bldg.

Chicago
304 Lees Bldg.

Gun Metal or Russia Calf

Patent Colt with plain Tip



Imitation Ball Strap

The HOLTERS COMPANY
Cincinnati, Ohio

Because Summer Is Half Over

is no reason why FLEET FOOT SHOES should not be displayed and pushed. Right now is vacation time--lots of people go camping, fishing and hunting in September and October--and the opening of the schools next month means a big demand for FLEET FOOT from the boys and girls.

FLEET FOOT

Shoes have enjoyed a wonderful sale this season. We have created much new business for our dealers through our advertising, store cards and window trims, backed up by the splendid quality of these stylish, comfortable, serviceable, economical shoes. We have made FLEET FOOT shoes an essential part of the summer wardrobe of men, women and children, filling every summer need.

If your stock of FLEET FOOT is not complete, the nearest Dominion Rubber System Service branch is at your service to fill "rush" or sorting orders promptly.

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION RUBBER SYSTEM
AND ASSOCIATED COMPANIES

Dominion Rubber System

Service Branches are located at:

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, Brantford, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

Footwear in Canada

A National Journal of its Findings, Making and Sale, with a quality circulation—every reader a possible buyer.

Published Monthly.

HUGH C. MACLEAN PUBLICATIONS
LIMITED
THOMAS S. YOUNG, Managing Director

HEAD OFFICE - 347 Adelaide Street West, TORONTO
Telephone A. 2700

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Vol. 11 August, 1921 No. 7

Is Unemployment Inevitable Next Winter?

Some of our economists are prophesying that we shall have one of the hardest winters Canada has ever experienced. Why should this be so? There does not seem to be any essential reason why times should be severe in Canada—indeed, there are several factors which should make for prosperity and optimism. It was pointed out by Mr. Norman Summerville, before the recent N. S. R. A. convention in Toronto, that there is an increase in wealth of the Canadian people of over $3,000,000,000, as compared with 1914; that the prospects are for a crop at least twice as large as in 1914; that the banks of Canada have no money tied up in long-date securities and are ready to take care of the country's business; that Canada's taxation problem is less burdensome than in any other war country; that, in the matter of employment, Canada stands two to one better than the United States, the best-situated country that has been through the war. Now, considering all these favorable factors, why should our industries not be operating on a fairly prosperous basis? The only answer we can give to the question is this: because of the mental attitude of the people.

We have been through a period of deflation, during which prices have been reduced on the average about 30 per cent. The highest point to which the index number of wholesale prices in Canada reached, according to the statistics of the Department of Labor, covering 271 commodities, was 356.6 in May, 1920. Since then there has been a steady and uninterrupted decline, and in May, 1921, which is the last month for which figures have been published, the index number had sunk to 247.3. Why, then, when commodities are so much cheaper, should there be a cessation of demand?

One answer which will be given is the shutting off of export trade on many lines of manufactured products due to the exchange situation. But that alone should not suffice to create such a depression as we have been experiencing. If the domestic demand were normal our industries would have sufficient business to keep them moderately active.

Someone else will answer: Our commercial stagnation is the result of unemployment. Is unemployment then both the root and the fruit of our trouble? Unemployment is certainly one result of commercial stagnation; is it also the cause of it? Anomalous though this may seem to be, it is to a certain extent true. Unemployment creates commercial stagnation, and commercial stagnation creates unemployment. It is another instance of the vicious circle. But that is not the whole story. As pointed out above, the savings of the people of Canada are about $3,000,000,000 greater to-day than in 1914, and yet there seems to be a spirit of hesitancy and a lack of confidence in our ability to go forward. Each branch of the trade is holding off and refusing to buy its requirements, and by this very attitude industry is being still further hampered and the number of unemployed is being increased, with the result that the demand is being throttled at its very source, the ultimate consumer. The vicious circle again!

The business man, of course, says that if he should buy now and prices should further recede he would find himself in a difficult position. But if business men did not lack confidence, there would be no danger of any further serious drop in prices. We must have faith in Canada and in one another in order to overcome our difficulties. Confidence and co-operation would solve our problem. There must be a readiness on the part of all to co-operate in fighting the Slump. Manufacturers must be willing to operate on a basis which will merely take care of their overhead; workers must be ready to accept, temporarily, decreased wages, in order that their fellow-workers who are walking the streets may find employment; retailers must do business on the lowest possible margin. The result of such action would be that the purchasing power of the dollar would at once increase; business men would find their expenses lowered to such an extent that profits could be made on smaller margins; workers would find that their decreased earnings would actually be worth more when converted into the nec-

essities of life; the morale of the people would be advanced; demand would again become normal.

Have we sufficient faith in Canada to take such action? Is it impossible that capital and labor, manufacturer, wholesaler, retailer and consumer, landlord and householder, should get together and agree on measures, involving the temporary reduction of earnings in order that the vicious circle in which industry at present seems to be strangling itself should be broken and that we should again set out feet on the path of prosperity? Would this not be the most logical and effective way of overcoming our difficulties?

Shoe Merchandising Policy

The question of "What should be the merchandising policy of the Canadian shoe retail trade during the readjustment period" is one that must be occupying the mind of every live shoe merchant in the country at the moment. No business is on a sound basis unless the directing head formulates some definite policy and pursues it until such time as he finds it requires to be adjusted to new conditions or that it was wrong in the first instance. A definite policy is a measuring stick by which to gauge the situation of your business; it furnishes a basis on which to estimate progress. And never before was more careful thought required to decide what policy should be followed in the shoe retail business.

It is a question that would seem to require very general discussion by the members of the trade throughout Canada. For, while local conditions must largely govern the policy of the individual retailer, there are certain phases of the situation on which united action would undoubtedly be more effective. If the trade in general were to decide upon some one attitude toward the public, if they would co-operate to put across some particular idea in their advertising, how powerful would be the influence upon the public mind. Then, too, would it not be possible to adopt, to a certain extent at least, a united policy in the matter of relationships with the manufacturers? If the retailers as a whole were to decide upon some definite plan as regards buying periods until conditions readjust themselves, would it not make for efficiency? The old idea of buying twice a year, six months ahead, has been set aside, but no other definite scheme has been established in its place, with the result that the manufacturers are working in the dark, to a large extent, and the trips of the travelling salesmen are on a more or less haphazard basis.

These remarks will perhaps, furnish some food for thought on the part of Canadian shoemen. We have already put the question of the merchandising policy up to a few prominent retailers, and a number of interesting letters have been received, which are printed on another page of this issue. We invite a general discussion on the subject by our readers.

Put Across the "Walk-more" Idea

Last month we printed under the heading "Why Not a 'Walk-More' Campaign?" an editorial in a humorous vein, referring to the exploit of a Halifax couple who walked across Canada, and in doing so wore out five pairs of shoes. We made the jocular suggestion that shoemen seek to make these trans-Canada hikes fashionable and so increase the annual consumption of footwear per capita to about thirteen or fourteen pairs.

However, there is a side of the question which the Canadian shoe industry should take seriously. The most logical way to increase the demand for a product is to increase its consumption by the average individual and the most logical way of increasing the consumption of footwear is to educate the individual to wear out a greater number of pairs by walking more. It's a great deal easier to sell a man a new pair of shoes when the soles of the pair he is wearing are broken than when he has a perfectly sound pair of shoes on his feet and another pair on the shelf at home. That is, of course, if he has the money to buy them—and we have not gone that far yet in Canada that the average man can't afford to purchase a pair of shoes when he really needs them.

The proposition sounds reasonable, doesn't it? Well, then, who should start this campaign to educate the public to walk more? Surely the shoemen of Canada, as being the parties most directly interested. It requires concerted action on the part of both manufacturers and retailers, and this can be secured through the co-operation of the N. S. R. A. and the Shoe Manufacturers' Association. Mr. S. Roy Weaver, manager of the latter organization, speaking before the recent N. S. R. A. convention, made reference to a "dress up" campaign for men which had been proposed, and suggested that the manufacturers and retailers should work together on this scheme. A "dress up" campaign is good and should help to improve the demand for footwear as well as other articles of apparel but under the present commercial and economic conditions its appeal is limited. "Dressing up" suggests expense, and the idea of avoidable expense is not a very welcome one just now. "Walking more" doesn't suggest any monetary outlay; on the contrary, it will suggest to some economy through the saving of car fare, and to all a gain in health and physique. As is pointed out on another page of this issue, the weather during September lends to the out-of-doors attractions scarcely equalled at any other period of the year. Is it not therefore an auspicious time to initiate such a campaign as has been proposed?

The Sole Leather Situation

Condition of the Trade with regard to Stocks in Hand, Prices and Demand, Reviewed by Mr. W. J. Heaven before Recent N. S. R. A. Convention

At the convention of the National Shoe Retailers' Association in Toronto last month, Mr. W. J. Heaven read a very interesting and valuable paper showing the conditions in the Canadian sole leather tanning industry. Mr. Heaven's summing up of the situation was very clear and concise, and we are printing it below for the benefit of our readers:

I think I am safe in saying in the first place, that there is a great deal less sole leather in the country now than normally, or even a few months ago. We know that some tanners have quite a little leather, but the whole of the leather stocks are practically in the hand of the tanners—none are being carried by the factories or the jobbers and cutters, who are all buying and cutting leather in a hand-to-mouth way. There is also very considerable reduction in the amount of sole leather in process in the tanneries, and this amount is likely to be considerably less in the near future. The reason for this is three-fold: in the first place, there was a scarcity of tannery labor which compelled tanners, whether they wished to or not, to run at far less capacity during the past two or three years; secondly the absence of demand in Canada (we all know how quiet the majority of shoe factories have been during the twelve months or so from the spring of 1920 to the pring of 1921) and the third very important reason is the impossibility of exporting leather at the present time, partly because there is little or no demand either in Europe or the United States, although some enquiries are now being made by Great Britain, (Great Britain and the United States are the two main outlets for our surplus leather); and partly because of the financial conditions of these countries which do need leather, but cannot make satisfactory arrangements for payment. You may not be aware that the sole leather tanning industry of Canada has developed to a point where, under normal conditions, about twice the amount of leather is produced that is consumed in Canada, so that one half of the output of sole leather is ordinarily exported, which demonstrates two or three facts: firstly, that the Canadian sole leather tanners can make leather good enough to be in demand in foreign countries; secondly, that they can make it at a price that permits of successful competition in these markets; and thirdly, that the home trade, owing to this larger output, can buy at more favourable prices than would otherwise be the case, because the overhead would be almost the same to produce half the quantity as it is to produce a capacity output.

Extreme Weights in Demand—Middle Weights Available.

With regard to the stocks of leather most easily obtainable, at the present time there is a supply of middle weight leather, such leather as has in the past been considered the most desirable weights for the average manufacturer, but it is rather curious that quite a demand exists to-day for extreme weights—either extreme lights or extreme heavies, and these are in short supply, and scarce. It would be well, therefore, for the trade to bear in mind this fact, and to try and encourage the sale of shoes with medium weight soles as far as possible.

With regard to prices: this is a point in which everyone is largely interested, and which is perhaps equally hard to predict. In fact, we know that individual members of some of the firms tanning sole leather, hold almost directly opposite views on this point.. We know also that some people who consider that the present low prices of sole leather are likely to remain, were impressed with the fact a year or so ago that the then current high prices of leather were also there to stay. One thing of interest in connection with the sole leather industry is the fact that hides have taken one of the largest drops in the basic commodities. There is only one other of these commodities which is now lower than before the war—that being rubber, in which also the shoe trade is interested; but we must not forget that there are three main factors entering the cost of sole leather; the first is hides, the second is tanning material, and the third is wages, which will also include overhead at present excessive rates, on account of reduced production. Taking these three main factors into consideration, the present cost of tanning sole leather is double what it was before the war, and the comparitive value of sole leather is one third greater than in 1914. Imported tanning materials are affected by the adverse exchange, high cost of production and high freight rates.

Leather Prices Below Actual Value.

Freight rates on raw materias to the tanneries and on shipments of finished products are, as we all know, over 100 per cent. greater than in 1914, and travellers' expenses, both railroad and hotel, and salaries, all, say, double what they used to be. Under all these circumstances, therefore, even if hides should stay below pre-war prices, how is it possible for leather and shoes to be produced at pre-war cost? It is impossible and is not to be looked for. Leather prices are, and have been, much below actual value, but with a supply of any commodity in excess of the demand, this is not to be wondered at. Canada, as I have stated, is a comparatively large producer and exporter of leather and sole leather tanning is an industry which has to be operated by buying months and months ahead of the possibility of selling. It is, therefore, impossible to forestall such a condition as came upon us in the spring of 1920, and no matter how tanners retrenched at, and after, that time, it was impossible to prevent a certain accumulation of leather from stocks then on hand, leather in process and hides and materials bought and not yet arrived. Who is to say that, with the present reduced production, the reverse of this state will not take place, and with a reasonable demand which is even already beginning to show itself, we shall not find that there will exist a distinct shortage before tanning plants can be brought again to a point where there will be sufficient output to meet such reasonable demand. It would certainly look as though the bottom had been reached in prices and that higher prices may

be expected, and, in fact, are already beginning to show themselves.

Outside Conditions Which Affect Industry.

I have not touched on outside conditions which also have their effect on our industry; such for instance as trade conditions in the United States, where recent statistics show that the amount of finished sole leather on hand April 30th was only about 11 or 12 times that consumed in April when sales were abnormally small. Stock in process amounts to only about 6½ or 7 times that consumed in April and less than five times that produced in April. In the meantime business has increased in volume, and sales to-day probably fully equal the output of finished leather. Production of shoes in the United States to-day is probably 50 per cent. below normal, and if production became normal or better, it wouldn't take long to eat into the surplus stock now on hand. On the basis of to-day's production, there is in the United States to-day probably a six months' supply of hides. If production in leather increased, the supply of hides would be sufficient for a less time, and the production of hides is less to-day than during the war; the United States packers take-off is 20 per cent. less this year than to the same date last year, and Frigerifico take-off is also much less—in May it was only two thirds that of May 1920, and there is possibility of Europe taking more hides. The world's surplus of hides and leather exists in the shape of a block of finished leather held in the United States, and any general return to more normal conditions and demand would soon eat into the surplus, which has been compared as being more nearly like a mole hill than a mountain.

We were recently offered South American hides, and the price was higher than the average price of the same or better hides for some 30 years before the war. Leather made from these hides would have to bring several cents per pound more than we are getting for the same class of leather to-day.

The reduction in the bank of England rate, which it is rumoured is likely to be still further reduced in the very near future, the settlement of the coal strike in England, and the posibility of the settlement of the Irish situation, and the possibility of trading again with Russia and the effect of Germany again being one of the great manufacturing and trading countries of the world—all these have their effect upon conditions with us.

Canada's Reasons for Optimism.

But what of Canada? Where on the face of the globe is there a country as favourably situated as she is? Few of us grasp the wealth of her natural resources, her fisheries, forestry, agriculture and minerals, including tremendous coal ond oil deposits, and her electrical power, developed and undeveloped. We have, generally, sane and wise legislation and we have a judiciary and courts whose findings can always be de pended upon to hand out justice to our citizenship, and we have a people as virile, as hardy, as energetic, as upright and progressive as any nation in the world, a people capable of themselves developing all these vast natural resources, and producing manufactured goods equal to anything produced anywhere; a people capable also of distributing these manufactured goods among those who required them, either at home or abroad.

Have you joined the N.S.R.A. yet?

Saskatchewan Shoe Merchants Discuss Marketing Conditions

During the eighth annual convention of the Retail Merchants' Association, Saskatchewan Board, June 15, a meeting of the boot and shoe trade section was held at which an interesting discussion developed on "Marketing Conditions." The principal speakers were Mr. Garfield Wray (MacDonald & Wray, the Yale Shoe Store, Regina) and Mr. Harley Henry.

Mr. Wray laid particular emphasis on two points,—proper accounts and "Buying." From the retailer's point of view, he said, the cash account and the merchandise account were the two most important items that the merchant had to keep his eye on and it should be his aim to keep the equilibrium between the two so as to always have liquid assets to fall back upon.

The next most important t'ing, the speaker declared, was buying. The retailers were kept on their toes all the time exercising their judgement as to the amount and variety of stock they should purchase, so as not to have difficulty in disposing of it. If they allowed the salesman to sell them everything he wanted to, their stores would be in an awful state in a very short time.

The Question of Mark-Up.

"With the rapid changing of styles and depreciation in values," continued the speaker, "we are treading on thin ice to know just what margin of profit we should have. We have got accustomed to making a certain amount of profit, but is it enough? Our overhead costs are changing, and we have to provide for inflation, and if we do not readjust our mark-up to cover such contingencies we are going to find at the end of of year that there isn't any profit. Take tennis shoes, for instance. You have these shoes marked in your store at $1.60. Your competitor says that he dosen't figure on making anything on tennis shoes, and he marks his at $1.25, and you are put at a disadvantage. We are not making too much at $1.60, and he is not making enough at $1.25. I am not in business for my health, but my living, and can see that we will have to readjust our mark-up in this trade section whether it is done right now or not.

Changing Styles.

Mr. Wray's remarks regarding the changing of styles were interesting as presenting the view point of the western retailer. "Something will have to be done," he said, "in the merchandising of our shoes in Canada to keep us more in touch with the changing of styles. We must get down to the market more often or the samples must come to us. One manufacturers' agent told me that they could not deliver shoes more quickly than they were making them at the present time, and I drew his attention to the U. S. firm which delivered shoes within thirty days from the receipt of the order. This is the point I am trying to make. We must get our factories to deliver goods within four weeks from order.

"Many of our citizens are travelling east and south these days, and it is the height of their ambition to bring back a pair of new shoes, and their neighbors come right down to buy a similar pair. To compete successfully with this we must have those styles in stock. Our citizens have been educated to American shoes, and we are forced to follow their styles or have Canadian styles that will make people buy at home, and that is a long row to hoe. We must get better

co-operation from our manufacturers."

Mr. Harley Henry, speaking from the wholesalers' viewpoint, declared that the fall in prices had placed them in a worse predicament than the retailers. They could do nothing only sit back and mark time until the purchaser was ready to buy. When they went to the manufacturer, particularly in women's lines he had no grist in the mill, and the result was the present drastic styles.

Referring to Mr. Wray's remarks on tennis shoes, Mr. Henry asserted that this was the most profitable line in the retailer's store, if they were sold at a fair price. It would be worth while, he said, for the retailer to try for one year to buy only 25 per cent. of his usual stock. Some sales would be missed, but probably the sales lost would not begin to reach the losses from the other extreme at this time.

Resolution re Travellers' Trips and Deliveries.

A keen discussion developed on the various points brought up, and the following resolution expresses the consensus of opinion of the meeting as to the action needed to facilitate the operations of the Western Canadian Shoe retailers.

We Saskatchewan Shoe Merchants realizing the handicap under which western shoe dealers are operating because of rapid changes of style and the continued downward tendency of prices, feel that our difficulties would be considerably minimized if we were permitted to view samples more frequently and greater efforts were made on the part of our Womens' Shoe Manufacturers to handle our immediate requirements with greater promptness and we recommend that all Boot and Shoe Locals in Western Canada enter upon an active agitation to require Canadian Womens' Shoe Manufacturers to readjust their system whereby Western Canada will be covered at least four times a year and to give more strict adherence to the specified delivery time as arranged with salesman.

An effective form of co-operation between the manufacturer and retailer, which has been greatly developed in recent years in practically every line of trade, lies in the assistance rendered by the manufacturer to the retailer in his advertising. The advertisement reproduced herewith is a sample. Getty & Scott recently supplied matrices of this and other similar advertisements to the retailers who handle their goods. All that remains for the dealer to do is to have his firm name inserted. The advertisement was prepared for Getty & Scott by the Art Department of "Footwear in Canada." A similar service is given any other manufacturer who may desire it.

The advertising of the average retailer is not as attractive and effective as it might be. Team work of this kind should have an appreciable influence in improving it.

Shoeman's Merchandising Calendar

Time to Sell Kiddies' Shoes -- Prepare for Fall Opening -- And Secure Your Share of Trade from Fall Fair Visitors -- Help Get the Public Walking

September is a month that is rich in events for the shoe merchant and his window dresser. There are many happenings in the life of the community which can be turned to commercial advantage by the use of a little foresight and expert salesmanship.

The first week of the month is the time to sell children's shoes. School reopens on Sept. 6, and for the week previous the shoe merchant should push footwear for the youngsters to the limit. It's absolutely necessary to have live window displays and as much publicity as the business can afford. Don't expect that parents are just going to happen into your store to have their kiddies' feet shod, except you let them know that you've got the kind of shoes they want and that you're right on the job to serve them to their utmost satisfaction.

Sept. 5—Labor Day

It was suggested in our last issue that Labor Day should be anticipated by an appropriate window trim around the end of August, so as to suggest new footwear to those who may be taking part in parades. On Labor Day itself a special trim should also be put in, with window cards that will appeal to the great element in the community which is included in the term "Labor."

Then, be prepared for the Fall Fair, if there is one held in your locality. The fairs begin in Canada at the end of August and continue right through the fall months. September is the most popular month for these fairs, and they offer an excellent opportunity to the shoe merchant to secure some out-of-town business. As is always the case, advertising is required to take advantage of the occasion. We are told of one live shoe merchant last year who manned the entrance to the fair grounds in his own town and had neat folders distributed representing a shoe. On the inside of the folder was printed the following message: "In September 'tis time to think of new **Fall Shoes.** Summer has bid us good-bye and the cooler days are ahead when sturdier footwear is required. At M——'s you can buy good-looking shoes with excellent wearing qualities—at a price you can't quarrel with. Visit us during the Fair."

The most effective appeal can probably be made to the farming element who make the fairs an opportunity at once for business and pleasure.

Do you have a Fall Opening? If not why not? Any merchant who carries anything in the nature of style footwear ought to. It acquaints the public with the fact that the new season has begun and with it have come new shoe styles. The change in the season is the merchant's best chance for pushing new goods and why should he not take the fullest advantage of it? If the opening is properly staged it's a big drawing card.

September, generally speaking, is one of the most pleasant months in the whole year. It is midway between summer and fall and has many of the beauties of both. The country is particularly beautiful and the weather and atmosphere are, as a rule, most favorable for "hikes." In the city, too, the idea of walking will be accepted more readily than at any other time of the year. Why not put across that idea in your own community—"Walk More." People who walk much wear out shoes more quickly and they require better shoes. It is, therefore, to the shoeman's interest that the greatest possible amount of walking should be done by his customers and prospective customers, and it's up to him to help get them into the mood for it. Think this suggestion over and see how you can incorporate it in your advertising and window displays.

What Improvements Are Possible in Canadian-made Footwear?

Criticism of the Home Product Evokes Interesting Comment from Shoe Manufacturers and Retailers

The letter dealing with petty faults in Canadian shoes which appeared in our last issue has been the subject of considerable discussion among shoemen, both manufacturers and retailers. Mr. S. Roy Weaver, Manager of the Shoe Manufacturers' Association of Canada, has replied at some length to the criticisms made in Mr. Halpenny's communication, and his letter is printed below, together with letters from two individual manufacturing concerns. The matter was also brought specially to the attention of a number of prominent retailers, and we have had comments from them which present the matter from the retail viewpoint. These will be found on subsequent pages.

The Manufacturer's Viewpoint

Toronto

Editor, Footwear in Canada:

In your July issue you published a letter from a correspondent who criticized Canadian-made shoes on account of petty faults and we welcome your invitation to reply. We believe that you will always find that the manufacturers are ready to listen to, and profit by, fair and honest criticism of their products. While some of your correspondent's charges appear to be exaggerated and certain of the defects to which he refers are not as general as his letter seems to indicate, nevertheless it must be admitted that too often Canadian manufacturers have been lax in looking after the smaller details. For this reason, it is desirable that any defects which there may be should be brought to their attention. We know that more than one Canadian manufacturing company have called the attention of their departmental heads to your correspondent's letter and have urged upon them the necessity of the utmost vigilance in regard to matters of detail.

Most Canadian retailers will admit that, grade for grade, Canadian-made shoes are equal, or superior, in respect of material and good workmanship, to the best produced in any country in the world. It is recognized generally also that the Canadian manufacturers have put forth special efforts during the last two or three years to correct any petty defects in respect of finish or details of construction. A most gratifying improvement has been effected in this connection and, while there still may be little annoyances, shoes are now being made in Canada which in every respect are equal to the world's best. We do not believe that the faults to which your correspondent refers are to be found in the finest lines of Canadian-made shoes, for the manufacturers have a strict system of inspection. Occasionally a shoe may get by even the keenest inspection, but your correspondent's suggestion that these faults occur regularly is not true of the best grade Canadian footwear at least.

It is stated that the manufacturers often fail to match the color of laces with the color of the uppers of the shoes in which such laces are to be used. This does not occur, we are sure, in the best grade of Canadian footwear and, indeed, some of the Canadian manufacturers are particularly careful in this regard. On the other hand, it is not always easy to get an exact match. Two lots of coloured leather, produced in the same factory and under conditions as nearly alike as they can be made, are rarely of exactly the same shade, and this statement applies to all leather, whether made in Canada or the United States. Most laces are imported and the manufacturer has to estimate his requirements. Laces unquestionably should be matched with the uppers of the shoes, just as closely as it is possible to match them, but in practice the manufacturer has to use the nearest shade that he has or can obtain. When the difference in shade between laces and uppers is marked, it is the result, we feel sure, of carelessness of someone in the shipping room, and a letter to the manufacturer would result in prompt correction of such practice. We believe that your correspondent's complaint in this connection is altogether too sweeping and that the situation of which he complains is not general.

While some wooden heels are being made now in Canada, most of those used up to the present time by the Canadian manufacturers have had to be imported from the United States and have been the same as heels used on boots and shoes manufactured in United States factories. It is true that Louis heels have caused a lot of trouble to manufacturers and retailers alike. The manufacturers of fine Canadian shoes are, however, buying the best quality of heels obtainable anywhere in the world and those persons who buy shoes with such heels must recognize their limitations and the possibility of breakage.

All Canadian manufacturers of better grade shoes range the sizes of heels with the different sizes of shoes and do not, as your correspondent charges, use the same size throughout. We are informed that many of the manufacturers of medium grade shoes also range the size of heels to the sizes of the shoes but in some of the cheaper lines a uniform size of heel may be used throughout. It is, of course, not to be expected that the cheaper grades of footwear will be beyond criticism, because the prices at which such boots and shoes are sold will not permit the same care as is given to more expensive footwear.

Referring to your correspondent's statements relative to lack of colour uniformity in different lots of standard lines of shoes carried in stock, we would point out that the shoe manufacturer is not responsible for the shades or variety of shades of tan calf or kid. As stated above, even in two lots of colored leather produced in the same factory, some difference in shade generally will be found. Moreover, the manufacturer has to follow the fashion and style. No manufacturer can afford to ignore the shades in popular demand. For example, light tan shoes which were No. 502 were

gradually changed to mahogany, then to nigger head and then to light brown. If a manufacturer had endeavored to maintain the old 502, light tan, in order to meet the demand of a few of his customers, he would soon find that he was losing trade. Aside from changing popular demands, the manufacturers are anxious to keep to the same shade of tan in duplicating orders as they had previously supplied, but long experience shows that quite often it is difficult to get exactly the same shades.

We agree with you that there is reasonable objection to highly colored carton labels, but we do not believe that such objectionable labels are in general use. Of course, opinions will differ as to what is objectionable in this connection.

We would point out to your correspondent that manufacturers in other countries are confronted with problems and difficulties just as great as those before the Canadian manufacturer. Manufacturers in the United States tell of their troubles, which are exactly similar to those of the Canadian shoemaking companies. The fact is that shoes of United States manufacture, compared with the same grades of Canadian

Mr. Fred R. Foley, Ontario Vice-president of the N. S. R. A.

shoes, have just as many defects as the Canadian products and are open to just as severe criticisms on this account. The Canadian shoe manufacturers are doing their utmost to satisfy their customers. No one pretends that Canadian footwear is perfect, but we do believe that in all respects the Canadian boots and shoes, grade for grade, compare favorably with those made in any other country, and we believe that it is the desire and ambition of the Canadian shoe manufacturers to overcome any "petty faults" which may still be found in their products.

Shoe Manufacturers' Association of Canada,
(Signed) S. Roy Weaver, Manager.

* * *

Editor, Footwear in Canada:

Regarding the letter dealing with some of the petty faults of Canadian footwear.

If the writer has received shoes or merchandise such as explained by him, he is certainly justified in making a complaint, as we personally believe that it is the little details that count, and it is the little details that sell the merchandise, backed up with the proper material. Maybe some of the manufacturers in Canada have been lax in the details as explained by him, but these very details are the ones which we watch very closely.

In regard to the lasts being standardized. This is something that we are unable to overcome, and you will find it in all lasts. A 5D last in one style is not the same in measurement as a 5D in another style, especially if they have been made by two different last manufacturers.

I note his remarks in regard to adopting a standard shoe box. This indeed is very gratifying, as we have always tried to advocate a standard shoe carton, and I am sure that the manufacturers desire to co-operate with the retail men in every way. I do not see the strength of his argument in regard to a standard label, as by the use of a standard label the manufacturer of a trade-mark shoe loses the money that he has expended in getting out a trade-mark; the trade-mark on the carton attracts the customers' eyes when they walk through the store.

The Corson Shoe Manufacturing Co., Ltd.,
(Signed) C. S. Corson.

* * *

Toronto.

Editor, Footwear in Canada.
Dear Sir:

Ten years ago, we were making shoes with American stamps on them and they filled the bill The public preference for the U. S. shoe was a matter of prejudice, which, fortunately, is now almost removed. Conditions since the war have allowed the Canadian manufacturer to secure leather as cheap, or cheaper, than the American firms could, with the result that they produced shoes at a price as low, or even lower, than the American price.

However, the manufacturer who started during the war to make shoes to replace the grades that had formerly been imported from the States had certain handicaps to work under. Had he started before the war, he would have been able to obtain a better grade of help, as the immigration regulations made it difficult in many cases to bring in the class of labor that was required for the best work. War conditions also created a scarcity of many products used in the manufacture of shoes, and the manufacturer often found it impossible to get just what he wanted in the way of findings, trimmings and so on.

It is now a matter of getting the help trained to the highest efficiency, in order that the finish of the goods may be altogether faultless. Every manufacturer has good, keen competion to work against, and every one of them is undoubtedly trying to turn out the best possible quality of footwear—and they are getting there.

Referring specifically to the various points brought up in the article in question:

As regards the off-color laces, during the war it was, as every one is aware, almost impossible to secure dyes, and it is quite likely that manufacturers who supplied laces that did not match the shoes had to be satisfied with what they could get and not what they wanted.

Your correspondent makes reference to trouble with Louis heels. Canadian manufacturers are now using in their wood heels a steel peg or dowell which goes right through the heel and the result is a firmer and more satisfactory job. However, it may be said that ninety per cent. of the breakages of wood heels have occurred through abuse. A great deal of the trouble is caused through the heels catching in the slats of street cars and getting twisted. The Louis heel, is of course, essentially a heel for a dress shoe and cannot

be expected to stand up under the sort of wear to which they are sometimes subjected, but I believe the Canadian shoe manufacturer to-day will guarantee his wood heels to give service equal to any that can be secured in any other country in the world.

As to the so-called "solid-leather" Louis heel, the writer's opinion is that it is not a fit heel to be used on any shoe. I believe it has been proven by experience both in Canada and elsewhere that a satisfactory Louis heel cannot be built by this process.

Loose linings will no doubt be often found in cheap McKay shoes which are not second-lasted, but not in the high grade goods to any extent. In the turn shoe there is, of course, some difficulty on account of the method by which the shoe is made with lining on the outside in the first instance, but in the higher class of footwear not much trouble of this kind will be found.

The use of extra small eyelets, to which the writer of the article refers, may have been due to the inability of the manufacturer to obtain eyelets of the proper size.

It certainly is not practicable to use blind eyelets in cheap shoes.

As regards trouble through receiving shoes of the wrong shade. If the retailer ordered a case of mahogany shoes and received light tan, it must simply have either been a case of error in the way in which the order was sent in, or on the part of the manufacturer who filled it.

In the matter of sizes there are three sizes to the inch on the last-maker's stick, which is the standard by which all sizes must be determined. Manufacturers of style shoes will always allow a little leeway for the elongation of the toe,—some half a size, some three-quarters, and some even more than that, depending on the shape of the shoe—but whatever the shape or style may be, in any given size of shoe there is always the irreducible minimum of footspace, as gauged on the stick, and while one shoe of the same size may be longer than another, the extra length is due to the shape of the toe, and the actual foot space will be equal, if the last has been accurately made.

The writer, believes, with your correspondent, that standard shoe cartons would be a very fine thing, and would be glad to co-operate if such were adopted.

Yours very truly,
Newport Shoe Co.,
(Signed) Wm. Chamberlain.

The Retailer's Viewpoint

Geo. St. Leger, St. Leger Shoe Co., Toronto:

"I quite agree with your correspondent with regard to his complaint about laces. My experience is that our Canadian manufacturers invariably supply laces that are an off-shade to the leather, and, as a rule, too short.

"As regards the heels, our Canadian concerns have not been able to make proper Louis heels, especially of the covered type. Their other classes of heels are just as good as any, but the Louis heels they produce are open to criticism.

"It seems to me that in a case where the manufacturer supplies shoes that are not of the shade required and do not fill up the retailer's broken line, it is up to the retailer to refuse to accept them. The manufacturer, no doubt, finds it advantageous to vary his colors of leather to suit the trend of the demand.

"I do not agree with Mr. Halpenny with regard to the standardization of lasts. The more variety we have in the lasts of the different manufacturers, the wider is our selection and the keener is the competition. In the case he mentions I consider that the salesman who originally sold the customer the ill-fitting shoes was entirely to blame. He should have supplied her with shoes that fitted her feet, regardless of the size marked on them. I do think, however, it would be wise to have all shoes marked in some kind of French sizes.

"In conclusion, I may say that the principal feature that the U. S. shoes have to recommend them is their style and finish. American shoes have, as a rule, more snap to them than Canadian shoes in the same class. I know of two U. S. concerns who manufacture women's McKay-sewn shoes only, and their product can be placed alongside a welt or a turn shoe without suffering by comparison of the finished appearance. It is in the attention to detail that they win out, and with a small extra expenditure get a better-looking shoe. One feature that might be mentioned, in passing, is the linings. Canadian shoes in this class are black-lined in the quarter, but not so with the American goods; they have grey or white lining, which certainly adds to the value of the shoe, particularly in the warm weather when white or light-colored stockings are being largely worn.

"However, it is fair to say that I have bought nothing but Canadian-made shoes for the past two years, and our business has certainly not suffered as a result. As a matter of fact, it has increased considerably."

* * *

Howard Blachford, H. & C. Blachford, Ltd., Toronto.

"Your correspondent's complaint about off-color laces being supplied is quite justified, and the same applies to his criticism of Louis heels. We have also had some annoyance with defective linings, but this has not been at all common.

"With reference to small eyelets and eyelets of the invisible type pulling out, in my experience no trouble of this kind has developed, except in cheap lines of shoes. I have never seen the unbalanced heels to which reference is made, and do not think it is at all a general practice with Canadian shoe manufacturers to fit their shoes with heels that do not correspond to the size of the shoe.

"Undoubtedly there is trouble at times due to changes in the shades of leather in standard lines carried in stock by the manufacturers, but it is probably something that is hard to remedy on the part of the manufacturer.

"The complaint about variation in standard of sizes is quite right. Shoes similarly marked do vary in actual size, and this is a cause of difficulty at times; say, if a customer sends in a mail order for a pair of shoes.

"It would probably be difficult, if not impossible, to satisfy all in the matter of standard cartons and labels.

"In conclusion, I might say that all perfections are a matter of time. We all know that the U. S. manufacturers have the same difficulty as the Canadian manufacturers, although they have been in the game much longer, and we find that even with our highest priced American goods we still have these petty grievances."

* * *

A Toronto retailer states: "The enclosed article is quite correct and not too far-fetched. Would like to also add two other grievances of a somewhat minor nature, but nevertheless very troublesome. One is carelessness in leaving tacks in the insoles of welted

shoes, particularly men's; and the other, the use of very spongy suede for heel linings in Oxfords and pumps which invariably stretches away larger than the heel seat of the shoe."

* * *

E. A. Stephens, Ottawa.

"I think this gentleman is rather severe on the Canadian shoe manufacturer and most of his complaints are very petty, indeed.

"I have run across most of his complaints in American, as well as Canadian, shoes, and I am strongly of the opinion that our product will compare most favorably with any other shoes in the world. No doubt small defects will creep in, but I have found American manufacturers just as much to blame as our own. When it gets down to the cheaper lines, the defects may be more glaring, but I am referring to the product of our high-grade factories. Canadian shoes are getting better all the time, and I think our citizens are appreciating them more and more. In fact, I think our industry has got to the point where we do not need shoes from foreign countries as all our requirements can now be supplied from our own factories, and the shoemaking is of the highest order."

* * *

Arthur Wilson, Hamilton, Ont.

"I really must agree with what the writer has to say, but if Mr. Halpenny were to compare the same grade of American shoe with the Canadian product, he would have about the same complaint.

"Shoes have come into our store with that lace trouble; heels have broken just as he states; there has been much annoyance with loose linings, and not enough care has been taken with the selection of leather facings. Size of heels is really the only point with regard to which we have not had much trouble. The change of color of leathers in lines of same number has made us swear more times than any other trouble. The cause of the different makers having different fitters in the one size really lies with the maker in his choice of lasts and sizing. (The female referred to in the letter in question must have wanted a size five and refused to take larger, or she would not have had sore feet.)

"Yes, that item of standard cartons should be drawn to the attention of the makers at once, as we have in men's alone four different sizes of cartons.

"That detail which makes American shoes ready sellers is certainly lacking in a great many Canadian shoes. At the same time I must say that, while we never did buy many American shoes, and today we buy practically none, our business shows a big increase over last year."

* * *

Another shoeman writes:

"I have carefully gone over Mr. Halpenny's article and can assure you that Mr. Halpenny has just hit it right. These petty and apparently paltry defects in Canadian shoes are far too prevalent. We are continually pointing them out to the different houses with whom we deal and are somewhat tired of their reply that, 'nobody else sees anything wrong,' and that we 'are the only people that complain.'

"These little defects as outlined by Mr. Halpenny, are in some shape or form practically always present in all Canadian shoes, and it is with great difficulty that, from time to time, we are able to get one eliminated, only to find its place taken by another in the next lot of goods which comes along."

BROOKLYN STYLES

A few examples of recent productions (reprinted from 'Boot and Shoe Recorder')

Show Card Writing—Talk No. 6

This is the sixth of Footwear's Series of illustrated talks on modern show card writing. The author of these talks has had wide experience in show card work and we know our readers will take keen interest in the talks as they appear. Inquiries to our card-writing department will be welcomed and questions pertaining to show card work will be promptly answered. We suggest that these talks be preserved and filed together for future reference.

For our next step in the art of card-writing we will study letter shading. With a little practice shading will be found the easiest part of card-writing, and here, as well as in executing the letters themselves, we should remember that absolute precision is not necessary. With the best card writer's work, mistakes can be readily seen when each individual letter is scrutinized, while the general effect of the card will have a smart, dashy look that is quite attractive.

As our aim is to produce cards that have a compelling and attractive appearance with the least amount of effort and in the least time, we will find great opportunity for the use of the shade.

To execute a shade correctly on some letters (or exactly as the rule would call for) would take too much time. We aim to get a good effect without unnecessary work. It will be noticed in referring to the shading on the card illustrated that the shade between the letters "M" and "A" in the word "MADE" is disconnected. Practically all shading is done with a flat brush in one stroke, and it will be seen that to make the shading join a number of small strokes would have to be made, thus making necessary the use of the point instead of the side of the brush.

It is quite permissible to break the rules in cases like that, as we lose the dashy effect if too much care is put on the details. Shading should always be done with shingle strokes, if at all possible, using the side of the brush after it has been spread to a flat or square edge. Sometimes space will not permit of the full width of the brush; in this case do as has been suggested.

All vertical and horizontal shades should be made with a continuous one stroke. In cases such as the letter "I" the shade is made complete without lifting the brush. In our examples it will be noticed that we have shaded our letters only on the left side. This has become the standard practice chiefly due to the fact that the left side of the various letters is more unbroken than the right allowing of greater speed.

It will be noted, too, that considerable space is left between the letter and the shade. This can be varied according to circumstances, though the effect of placing the shade at a good distance from the letter is more pleasing and attractive than when it is placed more closely. This will be readily appreciated by glancing at the accompanying illustration.

Shading will be found a great help in "toning up" a card that has not been lettered just as well as might be desired, as it serves to hide a great many minor imperfections that otherwise would be very noticeable. However, it should always be remembered that shading is secondary to the lettering and consequently must be made in a neutral and inconspicuous tone.

Shoe Merchandising during the Readjustment Period

What shall be the Retailer's Policy? — How some Prominent Members of the Trade Answer the Question

Below are a number of interesting letters which "Footwear" has received from prominent shoe merchants in reply to the question, "What should be the merchandising policy of the shoe retail trade during the readjustment period?" On three points there appears to be unanimity: that economy, careful buying and live publicity are essential. Read the letters and also the editorial at the beginning of the book, and think the matter over. Then write the editor and let him have your opinion on the subject.

The letters follow:

Winnipeg, Man.

Editor, Footwear in Canada,
Dear Sir,

I have given nearly 20 years to retail shoe merchandising and while during that period there have been difficult times when one would hardly know what to do, I consider to-day's problem is as great or greater than ever.

In order that the ship of busines may be piloted safely across this period its captain, the merchant, must take into consideration several things, so that no obstruction will be met or if it is will be safely passed by.

There is the financial problem that each individual business must consider for itself, and whether the business be large or small I think it the best policy to depend on their own resources, rather than to depend on loans to run the business or buy merchandise for the future.

The Buying Policy.

This is of first importance and on account of depreciated values, rapid change of styles, which is not only stimulated by the style makers, and followed by the manufacturers, but eagerly sought after by the public, it is necessary to buy with caution, but not with fear. Each retailer must buy according to the requirements of his business and judge his particular trades' wants, and also take into consideration stock on hand. If the merchant's stock on hand is heavy it should be reduced at the earliest possible date, and the buying should be well planned so that the stock will not be increased over the amount that the merchant wants it to be.

There is the store that has few patrons for fancy footwear and latest styles. To that merchant it would be policy to keep closely to the staple lines.

Then there is the store that has a demand for latest styles and novelties and of course the buying for that store should be extremely careful and cautious, so that when the goods come in they will be passed out in a short period and before any new styles can come on the market to further depreciate those in stock.

From experience I find that styles and novelties come in for the season and pass out as something else is developed, and the style customer wants a new thing instead of what she and her friend wore last season.

I do not see any chance for decrease in prices, nor do I see any chance for increase in manufacturers prices. One thing that would help to decrease prices and also help to boost business for the manufacturer in Canada would be a reasonable reduction in labor costs which have risen too high in the last five years. Since, as we know, we must meet the competition of the world, it a good thing not only for the raw material man, the tanner, the manufacturer, but also the man that makes the goods ,namely labor, to bring about a reasonable adjustment so that Canadian trade will be able to compete in the world's markets, or that outside countries will not be able to export their goods into Canada, thereby bringing idleness to our workmen.

Bigger Business with Fewer Retailers Manufacturer's Best Policy.

The relation of the retailer to the manufacturer should be very close to-day, as each one depends on the other. I find a good many manufacturers are linking up with certain accounts, whom they favor because their merchandise possibly suits that account, and vice versa. By confining themselves to a reasonable number of retail customers it will, I believe work out better for each one concerned, including the traveller.

Anyway this is a time when manufacturer and retailer must exchange views and if they study each others' interests, as well as their own, there will be a depreciation of losses in making merchandise, which the trade is not demanding, and I particularly see that the live retailer, who is closely following his business, is in a position to assist the manufacturers at this time.

Retailer Must Keep in Closest Touch With the Public.

The selling policy, or the relation of the retailer with the public, is next in importance to a successful retail shoe business. The merchant must closely follow his customers' preferences, or the public, as to their wants in certain grades and kinds of shoes. He must also see that the public is fairly dealt with if he wishes a continuation of satisfactory business, and in order that this be done, if the merchant is running a fairly large business in which he does not come in contact with the public as much as if his business was small, he must gain that knowledge through his salesmen and saleswomen. In other words, there must be the fullest cooperation between the retailer and the public through his sales force, as there is, or should be, betwen the manufacturer and the retailer through the commercial traveller.

I do not feel there is any reason to be pessimistic, but rather a time for being optimistic, with caution, and run your business by a policy of 'Safety First.' No merchant should do a thing because he finds his competitor is doing 'such and such.' He should figure his business from every angle, taking into considera-

tion the amount of trade he is getting in comparison with a year ago, the prospects for the future, judging the prosperity of the City, Town, or farming district he is in and the state of his business at the present time.

If he is running practically a cash business then he will have no great difficulty at this time, but I believe that the merchant who concentrates his time and attention to his business, studying it from every angle, will be able to pilot his ship safely across the balance of 1921 and enter the harbor of 1922.

Yours sincerely,
(Signed) C. F. Rannard.

* * *

Windsor, Ont.,

Editor, Footwear in Canada.
Dear Sir,

In answer to your question "What should be the merchandising policy of the Canadian Shoe Retail Trade during the readjustment period," it seems to me there can be but one answer. Our attitude in this is to reduce the price of goods we have on hand to a point where we can get rid of them, not necessarily to make money, but that we must reduce our stock to the lowest possible minimum, being careful to watch new, faddish ideas, making a fair profit on these and reduce the price of them as soon as they show signs of slipping and get from under.

My personal opinion from everything I see in the United States, which is so near the Border to us here, is that prices will have to come down. As soon as readjustments of present stock will have taken place, I feel that another 20% will have to be taken of the price of shoes. The sooner the shoe retailers are prepared for this, the better it will be. If shoe retailers will reduce their stocks to the lowest possible amount, standardizing as much as possible they will then be in a position to take advantage of the lower market when it is offered, and as I have said above so far as selling is concerned our past experience in the sale, which we have recently finished has been most successful, in fact the best we have had since our fire sale a year ago, some days being equal to our past fire sale days. Of course, we have advertised it well, spending a good deal of money in this way. People are looking for lower prices. They are watching for them and they want them. They require shoes and the one who sells them cheap, is the one who is going to get the business.

Since women have quit munition making they have got down to more reasonable salaries and earning powers and it is therefore my opinion that a very small quantity of the real high priced footwear will be sold in future.

Yours very truly,
(Signed) G. H. Wilkinson.

* * *

Kingston, Ont.,

Editor, Footwear in Canada.
Dear Sir:

We started buying such goods as evening slippers, fine oxfords, fine boots, both men's and women's, some time ago, and to date have bought quite a lot, but in about half the quantities that we purchased last year. We are going very carefully on everything, but are buying anything that is new and not in our stock.

We find the trade to-day demands the new styles and the man that refuses to buy strap shoes and other novelties because his shelves are filled with boots and oxfords, is not doing the right thing, as you cannot sell an oxford or a tie to lady who has made up her mind to have a strap shoe.

We have bought sparingly for fall in men's, but we have bought, and in this city, on account of the college, we expect to sell quite a few mens boots in the snappy styles.

As regards sales policy, lots of advertising is required to-day to sell goods. We change our windows often, use good snappy show cards, and push the goods that are saleable—that is we are pushing white goods now. I was in a store this week where no white goods were shown, but tables loaded with oxfords and pumps were being pushed with very poor results. We are taking every means to boost trade at the present, and fairly good business has resulted.

Yours very truly,
A Kingston Shoeman.

* * *

Peterboro,,

Editor, Footwear in Canada.
Dear Sir,

With regard to "Merchandising Policy during Readjustment Period."

In the last year there have been so many disappointments that I really believe that we have all been working in the dark and having to do a certain amount of guessing. I certainly think that people to-day are warranted in going carefully in buying exactly what they require, as it is hard to anticipate our wants very far ahead. In doing this, no doubt there will be a certain amount of sales lost but I believe that actual losses would be considerably less than to buy freely at this particular time. Also, for the present, I do not think that adhering to the policy of buying twice a year is a very wise system until things get considerably more settled.

R. Neill, Limited,
(signed) R. J. Kidd.

* * *

London, Canada.

Editor, Footwear in Canada.
Dear Sir,

As we recall the slump in manufacturing and buying towards the close of last year, results have proven that it was the best thing that could have happened to the shoe and leather business. It allowed the merchant to unload, and gave the manufacturers as well as the supply men an opportunity to study conditions, as well as to plan how best to meet the changes that were **being** made. We'll admit many merchants unwisely went to the extreme and bought nothing, consequently finding themselves short of shoes when the spring selling came on. But the merchant who placed a fair amount of business and then bought for immediate need as soon as the new styles appeared was the man who made money.

Consequently for the average retailer the buying policy being pursued as at present, is the best policy for the reconstruction period. However it should be remembered that a reasonable amount of business should be placed in advance, first to give the manufacturers an opportunity to keep up a steady output, and secondly that the retailer might have a stock of staples to meet the continuous demand.

While prices seem to be more or less staple the factor of style is of such importance that it is absolutely necessary to buy on shorter notice than in the old days.

We very much doubt that the old system of buying six months in advance will ever be popular again. The present buying policy allows the merchant to do his business on a smaller stock, turn his stock oftener, and leaves him in a position to pick up any real novelties as they appear.

The manufacturers are adapting themselves to a great extent to these conditions, by sending their salesmen round oftener, with the new goods as they apear, as well as stocking many lines which were always made to order. fl

As for the selling policy we find that the buying public will buy and buy in quantities, when the newest styles are shown at the prices they are willing to pay. For the store catering for the masses the only profitable course is to keep right on the jump for popular styles at popular prices.

(Signed) Rowland Hill, Jr.

Preparations for Chicago Convention

The National Convention Committee of the N. S. R. A. of the United States is working on plans which, when put into effect, will produce a great business building convention and convert the Coliseum and adjoining building in Chicago into a vast clearing house for ideas in modern-merchandising methods.

General Chairman, John O'Conner, announces the shoe producng centres that have arranged for joint group displays in the National Shoe Retailers' Exposition to be held in Chicago, January 9, 10, 11 and 12 are as follows: Brooklyn, Cincinnati, New England, Philadelphia, Rochester, St. Louis and Wisconsin. The group displays have taken the major portion of space in the mammoth Coliseum. Besides the group displays, scores of individual manufacturers have already filed their application for space. With the applications now in hand, it is thought that very little space will be available as soon as the Committee has alloted space to those who have already made their application

The entertainment features are to be unique in many ways and will constitute one surprise after another, all of which will be clean and wholesome and the kind the ladies will enjoy equally with the men. Great secrecy is maintained among members of the Committee as to what they propose in the way of entertainment.

The Boston Style Show

Many Canadian shoemen took advantage of the big shoe and leather exposition at Boston last month to get a line on the probable trend of style during the coming months. Certain definite fashion tendencies were clearly indicated: First, patent is achieving a rapidly growing popularity; second, strap effects continue; third, low heels seem likely to predominate. With regard to the last mentioned feature,the displays revealed the fact that the full Louis XV heel is being relegated to the background, and, while the Spanish and Junior Louis types will be popular, the first choice of the fashionable woman for fall wear will be a cuban, military or walking heel.

Upper trimmings are divided between perforations and fancy trimmings, cut-outs and underlays also being very much in evidence.

As to colors, black is in increased demand, both in calf and kid, as well as in patent. In tans, the medium shades have the call. Lighter tones are predicted to come later.

In men's shoes, wing tips are again strongly in the foreground, replacing ball straps. Soft toes are also seen, and perforation continues popular.

Ahrens Picnic

Chas. A. Ahrens, Ltd., Kitchener, held their annual picnic at Conestogo Park. Motor trucks and cars were provided to make the trip. A baseball game was a feature of an afternoon of sports, not forgetting a delightful line of refreshments. Mr. Markie was master of ceremonies, ably assisted by Mr. Fred Ahrens and other members of the staff.

Shoe Industry Facts

The Shoe Manufacturers' Association of Canada has issued in leaflet form, an interesting statement of shoe industry facts. This relates, primarily, to the prices of hides and footwear. The association will be glad to supply copies, free of charge, in any quantity required to retail shoe merchants who indicate their willingness to assist in their distribution. Application should be made to the association at 6 Jordan St., Toronto.

Those One-cent Hides

In reply to the charges being made in many quarters that the prices of boots and shoes have been kept deliberatey at a high level, while hides have declined in some cases below pre-war levels, vigorous denials have been registered by Mr. S. Roy Weaver, on behalf of the Shoe Manufacturers' Association. Dealing with the statement of Dr. Michael Clark that his shoes still $10.00 per pair while hides were selling at 1 cent per pound in Western Canada, Mr. Weaver points out that if a shoe manufacturer had a billion hids of the quality of those to which Dr. Clark referred he would be unable to produce from them one pair of the $10.00 shoes Dr. Clark wears, and indeed if the manufacturers were given the leather for nothing, it is doubtful whether they could manufacture fine shoes under present conditions at pre-war prices.

Report on Felt Footwear Industry

At the request of the Shoe Manufacturers' Association of Canada, the Dominion Bureau of Statistics has prepared a special report on the felt boot and shoe industry of Canada, the information being for the year 1919. It shows seven boot and shoe manufacturing plants, all of which are located in the Province of Ontaro. They represented an investment of $2,218,709 in 1919 and employed 1007 persons, of whom 473 were males and 534 females, the number of female employees, however, including 135 outside piece workers. The felt footwear industry in 1919 used materials to the value of $1,403,945 and to this extent provided a market for the products of other industries. The products of the felt boot and shoe manufacturing plants in 1919 represented a value at the factories of $2,851,741, the production including 794,345 pairs of boots and shoes, 1,086,367 pairs of slippers, 39,199 pairs of infants shoes and slippers, and 3,000 pairs of larrigans.

Have you joined the N.S.R.A. yet?

Ontario Shoe Repairers' Convention

Many Interesting Discussions — Provincial Federation Formed

Report will be Continued in Subsequ[illegible]

The first convention of Ontario shoemakers and repairers was held in the Arlington Hotelon the morning of Wednesday, July 27. Mr. S. Burnett, of Toronto, chairman of the convention committee responsible for the arrangements (and also of Toronto local association) occupied the chair. There were some fifty or sixty out-of-town men in attendance.

The first item of business after the convention had been declared open was the appointment of a resolutions committee, consisting of Mr. F. H. Revell, of Hamilton, and Mr. Jesse Merchant, of Toronto.

Mr. W. S. Pettit, of Brantford was then called upon to deliver the first paper on the programme, dealing with "The Possibility of Impossibility of Universal Prices." This will appear in full in a later issue..

Mr. Walter Burnill, of Toronto, complimented Mr. Pettit on the very thorough manner in which he had covered the situation. He said there was one phase of the question of prices which deserved emphasis, that was, the quality of shoe being handled. One could not charge the same amount for repairing a rough workman's shoe as for a fine high-priced shoe requiring very careful attention. If universal prices meant a standard price for all grades of work, then they were quite impracticable and impossible. The speaker thought the different cities should get together and fix schedules of prices for one or two grades of work, but this should serve merely as a standard and not as any iron-clad agreement to which all must adhere.

Mr. F. H. Revell said that in Hamilton there was quite a difference in the prices charged for different grades of work. The list drawn up by the association was only to serve as a minimum and not considered as a fixed standard from which none should vary.

A paper was then presented by Mr. S. Burnett, on "The need for Competent Help and How to Obtain it."

The Need for Competent Help and how to Obtain it

The need for competent help is to-day a question that has a great bearing upon the future of the repair trade in Canada. The future of the repair trade will depend to a great extent on the quality of the work that is turned out, and the quality of the work urned out will depend on the effiiciency of the help employed.

I am quite prepared to admit that the prosperity of the repair trade during the past few years has been due very largely to what we may term factory methods. The use of up-to-date machinery; the specializing of work; the use of modern systems of advertising; attractive and well fitted store; modern systems of account keeping, etc. Many successful repair men have adopted factory systems of costing labor and materials. Old-time methods of repairing have been discontinued to a great extent as being too slow to be profitable. Many men who were formerly workers in factories have come into the repair business either as workers or as proprietors of shops.

But with all these changing conditions most of which I think are for the best—we have not yet arrived at the point where we can dispense altogther with old-time methods or with the old-time workman. What is termed the "all 'round" man is still considered an essential in most repair shops. It may be the proprietor himself, or it may be the foreman, but there is always a certain number of jobs that must be done in the old-fashioned way if they are to be done properly. The old-time shoemaker or repairer has in a general way adapted himself very largely to the changed conditions. He can usually operate a sole stitcher or a finishing outfit and he has adopted quicker methods of handling the work. The former facory hand, however, though he may be quite a skillful operator on the machines and often a quick bench hand, rarely troubles to learn the older or more tedious branches of the trade such as hand sewing, and the supply of really competent men is getting less and less. Many men quit the trade a few years ago owing to the poor remuneration they received and have taken up more attractive work in other industries or have joined the ranks of unskilled labor. The supply of competent help who came from the old country has almost ceased altogether. The old system of apprenticeship where a boy took five or seven years to learn the trade thoroughly has about died out. Boys or young men refuse to go through the drudgery that some of us went through in the old days. There are no schools of instruction, such as there are in many other trades or in our own trade in the old country. And more and more repair shops are opening up in the large towns and cities.

Wages Must Equal Those Paid in Other Skilled Trades.

Briefly, that is the position to-day, and, naturally, as I have outlined the position, I am expected to suggest a remedy. It is a difficult thing to do, but I have my own ideas on the subject and I give them for what they are worth, and I hope in the debate which follows this address the exchange of ideas may result in some solution of the difficulty. The main idea that I have is that if you are to attract a good type of men or boys into the trade, or to keep in those who are in, you will have to make it worth while. You will have to look forward to paying them at the same rates as obtain in other skilled trades. It is a reflection on our industry to assume that it can be learned in a haphazard or unsystematic way or that a boy who is a hopeless failure at everything else will make a good shoe repairer. He won't. The skill and intelligence that is required to make an efficient repairer is at least equal to that required in the building trade or the metal

ARE YOU AMONG THEM?

Here is a group of the Repair Men who attended the First Annual Convention of Ontario Shoemakers and Repairers. They were well repaid for being present.

trades or the printing or bookbinding trade, and I think that in the years which are to come they will be paid at the same rates.

I don't want to teach any of you your business. You all know best what your men are worth to you, but cheap labor is usually incompetent labor, and there's no money in employing incompetent labor.

Skilled Work Always in Demand.

We may, by specializing and division of labor, utilize unskilled labor to a great extent in the future, but skilled labor will have to be paid at skilled labor rates if we wish to retain it, and those who employ the most skilled workmen will always get the pick of the work, and they will make it pay. A reputation for good work is a valuable asset in business. A good workman well treated will increase your business and help to lift the trade to better level. The cost will have to be borne by the business just the same as your advertising is charged to it, and prices will have to be maintained accordingly.

How Associations Can Help.

Much can be done by associations in the way of technical instruction, arrangements for lectures and instruction classes, such as are held in the boot centres in England. Visits to shoe factories might be arranged—a knowledge of shoemaking is essential to be a good repairer. Every facility should be given for an unskilled man to qualify for a skilled man's position and to improve his position.

Now briefly I have given you my ideas. They may appear rather crude to some of you, but at least they are the result of at least fifty years of experience as master and man. I have always considered the shoemaker just as good as any other man and never could see why he should not be as well paid if he is to be as good a citizen.

Discussion.

Mr. P. Smith, of Brantford, declared that the only way to solve the problem of competent help was to get apprentices who serve their time and learn the trade properly. Six months would not make a mechanic.

Mr. Leyland, of Hamilton, said he believed the average shoemaker was worth at least 75 cents per hour. He himself had served seven years apprenticeship to his trade, while a bricklayer who served four years received a wage of $1.25 and hour. He cited instances where skilled shoemakers had been offered $9.00 and $16.00 a week.

Mr. Linden, of Collingwood, told how he had started a boy in his shop at $1.00 a day, giving him leave to do anything he thought he could tackle, and increasing his wages as his work warranted it. Before four months the boy was receiving $14.00 a week and when he had been in the shop a year he made a pair of boots which the Hon. M.P. Burns was wearing today. The great thing, Mr. Linden, said was to get a boy who is really interested n the shoemaking game.

Mr. Miller, of Hamilton, remarked that the fact that repair shops were open so late at night gave boys a bad impression and was one reason why there were not many who wished to enter it. In order to apprentice boys to the shoe repair business, the shops must be shut in decent time.

Mr. Everist, of Cobalt, said the real essential was to get men who had a liking for the trade. As to hours, he had been closing at 5.45 all summer, while all the other shops in the town kept open till nine or

ten o'clock, and yet he had got all the business he wanted.

Mr. Henderson, of Hamilton, said that to place the repair business on the same level with other trades in the opinion of the public it was necessary that they should shut shop at a reasonable hour. Early closing would raise the status of the trade.

Following the discussion on Mr. Burnett's paper, and interesting adress on "Organization methods" was made by Mr. S. Roy Weaver, manager of the Shoe Manufacturers' Association of Canada. This will appear in a later issue.

A resolution was then brought forward dealing with the question of the formation of a federation. Objection was raised to the resolution on one point, namely, that it provided that a committe should draw up a constitution and by-laws and present them to the convention. It was therefore referred back to the resolutions committee to bring back in amended form at the next session.

The meeting then adjourned for luncheon.

Wednesday P. M. Session.

The first matter to come up at the afternoon session was the resolution regarding the proposed federation, which, as amended by the resolutions committee, read as follows:

"Whereas there are now a number of separate organizations in the shoe repair trade at various centres that are performing useful service to the trade locally.

"And whereas there are many issues and questions coming up from time to time upon which it is necessary to take united action in the interests of the entire trade,

"It is therefore resolved that a federated organization be here and now formed for the purpose of dealing with such matters and issues from time to time as occasion may arise and in other ways to promote the interests of the shoe repair trade of Ontario or of the Dominion,

"And it is also resolved that the chairman of this meeting be authorized to apoint a nominating committee to report to this meeting at this afternoon session a list of nominations for the positions of president, vice-president, secretary-treasurer, and executive, for the current year."

This resolution, moved by Mr. Revell, of Hamilton, and seconded by Mr. Stephens, of Brantford, was unanimously carried.

Messrs. Legg, Dainty, Pettit, Grayson, Thorne, Linder, Butterworth and Canning, were named as a committee to bring in the nominations

Toronto Repairers' Experience in Old Land.

This business having been disposed, Mr. Arthur Butterworth, who has recently returned from a trip to the Old Land, where he, along with other Toronto repairers, received a warm welcome and most hospitable treatment at the hands of the British associations, was called upon to relate some of his experiences.

Mr. Butterworth told how he had attended the conference of the boot and shoe trades of Lachashire and Cheshire and was also presnt at an impromptu meeting which was gotten up in London. The Lancashire and Cheshire conference was held at Blackpool, where over 300 delegates were present from all over the country. They were received by the mayor and had their meetings in the council chamber, and in the evening again there was a reception by the Mayor and Mayoress. There was a motor ride to Windermere, on the following day, and a pleasant sail on the lake which completed a round of business and pleasure.

The manner in which the business of the convention was handled, Mr. Butterworth said, was quite remarkable for its orderliness and system. The committee in charge was ranged around large tables at the end of the hall, and the rest of the delegates were arranged in groups by districts. Each speaker was allowed only so many minutes to deal with a subject and no one was allowed to speak more than once on the same subject.

Mr. Butterworth related how he had just arrived in Blackpool after landing in England when he received a card from the Mayor and Mayoress to attend the reception in the evening and another from the Lancashire and Cheshire council inviting him to attend the conference. When he arrived in London, in company with Messrs. Hendry and Skilling (also of Toronto), they were met by Mr. Bedford, one of the officials of the National Federation of Boot and Shoe Trades' Associations, who was among those who visited Toronto last year, and found that their hotel accomodation had already been arranged for. Mr. Bedford also entertained them at his own home. They spent one day on a motor trip, and on the day following attended a picnic of the association, when they were taken up the Thames and visited the grounds of Windsor Castle.

Finally, Mr. Butterworth said he was asked to bring to the shoe repair men of this province the fraternal greetings and best wishes of the London District Council, The Lancashire & Cheshire Council, and the National Federation of Boot & Shoe Trades of England.

An interesting paper was read by Mr. Frank H. Revell dealing with "Shoe Repairing for Retail Shoe Stores."

Shoe Repairing for Retail Stores

There is a decided change in the repairing of boots and shoes. Thirty years ago, a properly equipped store for the exclusive business of boot and shoe repairing was unknown. The usual method in those days was for a boot and shoe store to employ one to four men to make boots to measure and repair such work as was assigned them to do. Generally speaking these men used to work in a back room with dirt enough to grow onions in, badly ventilated and with poor light, usually working twelve to fifteen hours per day for the magnificent sum of seven to twelve dollars per week. And it was hard laborious work indeed and the highest wage that it was possible for a good mechanic to earn was the poorest paid to any man on this continent. I have no doubt that the men were chiefly to blame for the condition they found themselves to be in. To-day we are enjoying exactly the opposite conditions and we find all over the land well-equiped stores, good ventilation, good light, men working seven and a half to nine hours a day with good living wages—thanks to the press and the origination of the several associations of boot and shoe makers and repairers.

Strange to say there seems to be a decided prejudice in some quarters against the taking of boots from a boot and shoe store to repair.

Prejudice Against Store Work.

One afternoon about five years ago when I was delivering my work to the stores that I did work for I was met by an old friend in the trade. He asked me

what I was doing with all those parcels. I told him I was delivering my work to the several stores that I worked for. He was very bitter in denouncing my methods of working for boot stores and among other things he stated it was, or should be, beneath the dignity of any bootmaker to patch boots for a store. I smiled at him and told him that I had done thousand of dollars worth of work for stores and had made a little out of it as well. He simply turned on his heel, tossed up his head and left me to wonder what was wrong with that good man.

I want to say that to-day that same man is working in a two by four shop, paying rent for the same and making a miserable living. I am pleased to say that with me the opposite is the case, and I continue to be honoured with the work from seventeen stores in Hamilton, and, furthermore, I consider it just as honorable to call and deliver work to a store as it is for a commercial traveller to call upon any merchant to offer to sell him a bill of goods.

Taking Advantage of the Discounts.

The question that naturally arises is: how do you make this working for stores a success and yet give a discount on all store work? My reply is: First I supply to each store tickets that call for work that is required to be done to be written down, the time when the work is wanted and if there is any special work such as alterations in size for one boot; the legs and boots to be made larger or smaller or extension sole on one boot, (these instructions being written down, it is impossible to make a mistake as far as I am concerned). The sole leather that I use is of the very best quality, but not as heavy as the majority of shoemakers and repairers use. I use chiefly oak half soles four and one half, and five inches to the dozen, for men's, three and one half inches to the dozen, for ladies, and I buy not less than one hundred dozen of these goods at any time, pay cash for same and get all the discounts that the law allows. The same applies to rubber heels. I buy in such quantities as to get a good discount; in fact. I figure these discounts that I obtain cover the discount of ten per cent. I give of our association price to all stores. I never buy leather by the side because I have found cut stock is far the better and easily kept track of. You know exactly what a job costs and what the labor costs, and you should know what your overhead expenses are and what profits you get on every job.

I don't use any royalty machines. I have no use for them.

As to alteration work: this work calls for special care, and I figure that $1.50 per hour plus the material is a fair price for this work. This I charge and find to be satisfactory to all parties concerned.

Extension Soles.

For this special alteration work we receive $5.00 for the first inch of addition and the same rate for every inch or part of an inch added there to.

Mr. Chairman, before I leave this subject I want to advise my fellow craftsmen about complaints I have from some of the stores, and some old repair men's attitude towards boots that have been sold by shoe retailers. It has been said several times to people who have brought boot repairs to a repair shop; "Oh these boots are made of paper and are no good. Where did you get them? You have been robbed or cheated. I wont fix them (the chances are they don't know how to make a good job of them). Go and demand a new pair of boots or get your money back." I claim, gentlemen, this kind of criticism is most unjust. Don't knock the other fellow, for these tradesmen without a doubt buy their boots in good faith and sell at a small margin of profit to the general public.

When Store Work Does Not Pay.

In conclusion I would like to say where and how boot repairing for stores does not pay. (1) When a proprietor or manager of a store peddles his work among three or four shoe repairers. (2) when a store wants to supply soles or rubber heels for the job. No man should ask his fellow man to discount his labour and any man who discounts his labour to the profit of his employer is nothing short of beig a fool. Finally I must state I have found my association with the different proprietors and managers of the several stores I have worked for during the last twenty-five years very pleasant and profitable, as every successful business man I have found to be a gentleman possessed of sterling qualities, of a generous heart, not easily offended, and I trust to continue to enjoy the esteem and confidence of these gentlemen while I continue to be in the business.

Discussion.

Following Mr. Revell's paper, one of the delegates asked why it was possible to do work for shoe stores at 10 per cent. less than for the general public. His contention was that if a repair man could afford to do work 10 per cent. cheaper for a shoe retailer, he should also be able to do it for the individual customer.

Mr. Revell said, in reply, that the 10 per cent. did not more than cover the expense and trouble the retailer was put to in handling the goods and dealing with the customer.

Mr. Walter Burnill made a comparison between the doing of store work by a shoe repairer and the operation of a factory which sold to the jobbing trade. A plant selling goods in large quantities to jobbers could afford to allow a jobber's discount and still do profitable business, as was the case with a number of factories in Lower Canada; so, too, the repairer who was receiving work in some quantity from shoe stores and did not have to waste his time dealing with individual customers could accept a lower price and yet make money.

If this organization, continued the speaker, were to take the position that none of its members should take in store work, the result would be that the stores would run repair departments of their own.

* * *

The next item on the programme was an address on "Easy Methods of Keeping Accounts for Repair Men," by Mr. J. Herriot (Gutta Percha & Rubber, Ltd.). This will appear in full in another issue.

Then followed a very interesting address by Mr. Chas. Tilley (Chas. Tilley & Sons) on "Findings ings and Accessories as Revenue Producers." This will be printed in another issue.

Election of Officers

At this stage of the proceedings, the report of the Nominations Committee was presented by Mr. Butterworth. The election of twelve council men, in addition to a president and vice-president, was recommended and the following is the complete slate as passed by the unanimous vote of the convention (the nomination for secretary-treasurer was brought up in a latter sess-

ion but is included here: President, F. H. Revell, of Hamilton; vice-president, A. Butterworth, Toronto; secretary-treasurer, Arthur R. Wilton, Hamilton; Councilmen—W. S. Pettit, Brantford; Walter Legg, St. Catherines; T. Linder, Collingwood; Alf. Miller, H. Henderson, Hamilton; W. H. Thorne, London; T. Dalby, Oshawa; W. A. Greenslade, Peterboro; E. H. Dickson, Port Arthur; J. W. Hendry, A. Canning, S. Burnett, Toronto.

Thursday A M. Session.

Owing to some confusion between standard and daylight saving time, the convention had been delayed an hour past the appointed time on Wednesday morning, and this had interfered with the tendering of the official welcome by Mr. W. H. Alderson, president of the Board of Trade, at the opening session. Mr. Alderson, however, was present at the Thursday morning session and made an address of welcome to the delegates. Mr. Alderson congratulated the repair men on their having gotten together and started the work of organization. Meetings of this kind, he said, promoted trade harmony and created a better feeling throughout the industry. The Toronto Board of Trade—which, he pointed out, was the largest in the in the British Empire—was very anxious to bring conventions to this city, having recently decided on a publicity scheme for this purpose, and they were very much pleased that the repairers had chosen Toronto as their meeting place.

Mr. Pettit, in making reply, said that he hoped this convention would take Mr. Alderson's remarks in the spirit in which they were offered, and that they should feel greatly honoured that they had to welcome them the president of the largest board of trade in the British Empire.

On motion of Mr. Walter Legg, a hearthy vote of thanks was tendered to Mr. Alderson.

The first paper presented was by O. M. Brooks, (of the United Shoe Machinery Co. of Canada). It dealt with the question "Is it more advantageous to buy or lease machinery?" There was a keen debate on this subject, which, however, unfortunately developed into a discussion of the relative merits of machines made by different manufacturers.

The next item on the programme was a paper by Mr. Jas. Fisher, of the Jas. Fisher Advertising Agency, on "Practical Advertising Methods for Repair Men." This will be printed in a later issue.

At this point in the proceedings a resolution of thanks to the Toronto Association for the splendid way in which they have entertained the visiting repair men was moved by Mr. F. H. Revell. The motion was seconded by Mr. Walter Legg and carried enthusiastically.

Mr. Burnett, in reply, said that the pleasure had been on the side of the Toronto men. They had been glad to do what they could to make their stay in Toronto pleasant as well as profitable for the visiting delegates, and, while they realized they had much to learn in the matter of arrangements, they hoped everyone would go away feeling they had a good time.

Mr. Henderson introduced a resolution that the secretary be instructed to write the various wholesale and manufacturing concerns who gave their assistance toward making the convention a success and that the thanks of the federation be tendered to them.

Group of officers and councilmen of the newly-formed Federation. Back row -- A. H. Dainty, Toronto; W. A. Greenslade, Peterboro. Second row -- T. Linder, Collingwood; Alf. Miller, Hamilton; Walter Legg, St. Catharines; S. Burnett, Toronto; H. Henderson, Hamilton; W. S. Pettit, Brantford; A. Canning, Toronto; W. H. Thorne, London. Front row -- Arthur Butterworth, vice-president; F. H. Revell, president; Arthur Wilton, Secretary-treasurer.

Seconded by Mr. Legg, and carried.

Mr. P. M. Smith, of Brantford, was then called upon for his paper on "Manufacturers' Methods as They Affect the Shoe Repair Trade."

Manufacturers' Methods as they Affect the Repair Trade

This is a subject which affects every repairman today and one which, to say the least, causes the repairman more trouble than any other one thing.

In discussing this question at this convention I wish to make myself plain that it is without prejudice to any and all shoe manufacturers, but on the other hand, with a view to drawing their attention to an unfortunate condition.

Without a doubt the worst condition we, as repairmen, have to contend with, is the extensive use of fibre and exceptionally poor leather in the manufacture of shoes.

Fibre, as used today by the shoe manufacturers, is the one great trouble maker for retailer, repairman and public at large and is a thing which in my opinion is absolutely uncalled for.

In the first place fibre as a counter, is absolutely of no use, and causes an endless amount of trouble to all concerned. New shoes will come to the repairman very often after having been in use not more than a week, with the counter absolutely broken off. As an outcome the repairman is up against a tough job; the retailer looses a customer and in a great many cases the manufacturer looses a customer also. In other cases we find shoes after having been in use for some little time, will come to the repairer with the heel linings worn out and the fibre counter absolutely rubbed to pieces, while the rest of the shoe will be in very good shape.

In the second place fibre as an insole is practically useless. How many times it becomes necessary for the repairman to insert leather insoles in shoes that he is repairing in order to make the shoes hold together and at a loss to himself, inasmuch as he is unable to make an additional charge on the customer for this service.

Heels Should Have Four Lifts of Leather.

Again we find fibre used extensively in the manufacture of heels. The effect of the use of fibre in this particular case is not so bad, but, may I take this opportunity of drawing to the attention of manufacturers the fact that four lifts of leather to the ordinary heel would be a very great improvement inasmuch as about 75% of the heels that are repaired to-day are repaired with rubber heels which as a general rule, necessitates the removal of three ordinary lifts of leather or fibre to bring the finished job to the correct height and if **four** lifts of leather were used, it would leave the heel in proper condition to receive the rubber heel.

From a stand-point of cost I firmly belive that there is absolutely no argument in favour of the use of fibre. Allow me to suppose for instance that by using leather instead of fibre a manufacturer increases the cost of his product by an amount of say 15c at the outside and have this shoe placed on the shelf in competition with the usual fibre production selling at a reducion in cost of say as much as 50c. There is absolutely no doubt which shoe will be sold to the customer, and in selling the lether shoe you immediately create a profitable relationship between manufacturer, jobber, retailer and customer which can create nothing else but increased trade and at the same time lighten the load of the repairman to an unmeasurable extent.

After considering the above facts and a great many more which I am unable to take time to enumerate at this Convention, let us resolve that the one great trouble maker of to-day in the **Modes of Shoe Manufacturing and how it affects the repairman is fibre.**

Discussion.

Mr. Walter Burnill pointed out that if all leather had been used during the war there would not have been enough to go round. He thought that the use of fibre counters and heels had since been greatly lessened but he did not believe the day would come when fibre would not be used in shoes to some extent. Fibre insoles, however, would likely be done away with.

Mr. Henderson said he thought the voice of the meeting with regard to the use or fibre should be brought to the ears of the manufacturers. He thought it was a shame in a Goodyear welt shoe to use an insole of this kind. It was impossible to repair it properly in most cases unless by putting in a new insole.

Mr. Miller, of Hamilton, recalled the fact that a number of years ago a bill had been introduced at Ottawa to make it compulsory for the manufacturer to attach a tag showing the materials used in it, but it had been squashed.

Mr. Arthur Wilton, of Hamilton, spoke about the difficulty of repairing children's stitchdowns. The way they were made at present made it almost impossible to repair them unless by hand methods. The staples used to hold them together caused endless trouble through breakage of needles.

Another thorn in the flesh of the repairer was the McKay shoe with a canvas insole. It would always be necessary when repairing a shoe with this class of insole to replace it, unless it were made with a selvedge edge, which, apparently, was not practicable.

The chairman, Mr. Burnett, said that Mr. Smith's paper suggested to him that this matter was one that could be very fittingly handled by the Federation. They already had the promise of the co-operation of the Manufacturers' Association and this was one of the first questions that might be dealt with.

Place of Next Convention.

Mr. Thos. Grayson, president of the Hamilton Association, moved that the cext convention should be held in Hamilton, stating that the local organization extended to all associations a hearty invitation to meet in that city next year. Carried unanimously.

On the motion of Mr. Burnill, seconded by Mr. Pettit, it was resolved that the next meeting of the Federation should be held in February. This was, however, reconsidered and the decision changed at a special session held later in the evening objections being raised on the grounds that some who were not repair men had voted.

After having visited the plant of Gutta Percha & Rubber, Ltd., and having made a motor trip around the city, a final sesson was held on Thursday evening. At this session the discussion regarding the date of the convention next year war reopened, and by an unanimous vote it was decided that the Federation should next meet on July 26-27, 1921.

At this session also the cermony of installng the new officers was performed by Mr. Burnett, and speeches were made by Mr. F. H. Revell, president-elect, and Mr. Arthur Butterworth, vice-president-elect. Some of the visiting delegates also had interesting comments to make, the concensus of opinion being that the convention had been a great success and a credit to those who had charge of the arrangements. Mr. Everist, of Cobalt, who came as a representative of the repairing trade in that town, said he was going to bring back with him the good things he had heard at the convention and would call a conference of his fellow-repairers with a view to forming a local association. He was anxious to keep in close with the federation, in order that the trade in his locality might get the full benefits of the larger organization.

Mr. Leyland, of Hamilton, Ontario, a returned soldier,who practised his calling overseas on behalf of the Canadian troops, and has since been active in connection with vocational training, brought to the shoe repairers in convention the hearty thanks of the returned men who have had their assistance both in vocational training and in setting up shop.

The Banquet

It was a great time they had at the banquet on Wednesday night. The repair men sure gathered in for that event and did full justice to the festive board spread before them. Yes, the eats were fine, and were enjoyed right down to the last morsel. There was sirloin of beef with oak trimmings, spring chicken with suede dressing, Neapolitan ice cream, three in one style, and a host of other delicacies, all specially prepared to suit the palates of shoemakers. And then there were speeches—and Music. The professional entertainment was high class, but the real hit of the evening was Brother Inglis' rendering "Loch Lomond." Footwear's musical critic has never heard the grand old Scotch song sung with such feeling, and the purity of tone, clearness of enunciation and faithfulness in interpretation were indeed remarkable. The choral work, too, was of unusual excellence, and if the volume might have indicated that the repairers have lungs of leather, the sweetness surely proved that their voices are as mellow as the finest oak tannage.

Mr. S. Burnett, who was in the chair, made a few brief remarks, He said that the Toronto Association, had done its best to provide suitable entertainment for visiting delegates and to make the most efficient arrangements possible. However, they were more or less novices on the job, and he hoped the outside men would forgive any shortcomings.

The applause which followed indicated that the visitors were very well satisfied indeed with the way in which they had been treated.

Mr. F. H. Revell, the newly-elected president of the Federation, also spoke, It was one of the great joys of his life, he said, to be able to come together with his fellow shoemakers, as at this convention. No man could live unto himself, and the more harmoniously they worked with each other and for each other, the better it would be for all.

Mr. Warburton, of the Toronto Association, added to the enjoyment of the promgramme with an excellent song.

A unique feature of the evening was a little exhibition of boxing, which was given in the rotunda of the hotel by two trained exponents of the art.

Visit to Gutta Percha and Rubber Plant

One of the interesting features of the convention was the visit to the plant of the Gutta Percha & Rubber Limited. Starting at shortly after 2 o'clock on Thursday afternoon, the delegates were motored to the big rubber factory. Once there, they were split in groups, and guides took them through the several departments having to do with the manufacture of rubber footwear and heels, explaining to them the various processes. When the tour of the factory was completed, all assembled in the company's cafeteria (maintained for the benefit of their employees) and were there regaled with some light refreshments. Afterwards the party made an automobile trip round the city.

Hamilton Repairers' Picnic

The Fifth Annual Picnic of the Hamilton Shoemakers and Repairers' Association was held in Dundas Park on Wednesday, July 20. The weather was fine and about 150 took advantage of the opportunity to spend a very enjoyable day. There were races for the boys and girls, for single ladies and married ladies, open races; races for employees; a race for men over sixty, etc. In the last-mentioned event Messrs. A. Charlesworth, J. Thornton and T. Grayson showed that the years have not greatly impaired their agility, running first, second and third, respectively. Mr. R. Vine ran first in the men's open race and Mr. Walmsley, in the men's race for members only. The wheelbarrow race was won by Mr. Leyland and Mr. Barnes. All the races had a large number of entries and all caused a great deal of fun, but the big feature of the afternoon was the baseball match between the East End shoe repairers and the West End shoe repairers, the West being victorious.

As might be expected, the watermelon contest for men and boys attracted the greatest number of contestants and doughty deeds were done, both as to quantity and rapidity, in the demolition of the juicy fruit. The scene was indeed a picturesque one and many members of the association exhibited a grace of attitude and a Samsonian dexterity with the jawbone, of which their best friends had not suspected they were possessed. In the men's event Mr. Walmsley was the first to reach the rind; Mr. Leyland ate a good second, and Mr. Lails was just a mouthful or two behind. By way of consolation these gentlemen were presented, respectively, with a pipe, a box of tobacco and a tobacco pouch, though someone suggested that a bottle of castor oil ought to have been included. However, the winners had the unanimous and sincere sympathy of the gathering, which no doubt was something of a comfort to them in the hours which followed.

All assembled under the shade of the trees at five o'clock for tea, which even the melon-eaters appeared to enjoy. Visitors there were, too, including Messrs. Burnett, Merchant, Wallace and Beal from Toronto, also Mr. Angus of Tilley & Sons, Mr. Ingram of P. B. Wallace & Sons and Mr. Van Stone of the Landis Machine Co. The following firms contributed toward the prizes: Chas. Tilley & Sons, P. B. Wallace & Sons, I. T. S. Rubber Co., Philip Jacobi, United Shoe Machinery, C. Parsons & Sons, Adams Bros., Gutta Percha & Rubber, Ltd., Dunlop Tire & Rubber Co., Leacock & Bush, Canadian Polishes, Ltd., C. S. Hyman Co., Breithaupt Leather Co., Universal Shoe Machinery, Ltd., A. E. Angus.

Changes in N. C. R. Directorate

Announcement has just been made of three important changes affecting leading executives of the National Cash Register Company. John H. Patterson has resigned as president and general manager of the company, but, as chairman of the board of directors, will continue actively in directing the affairs of the company. His son, Frederick B. Patterson, was elected to succeed him as president, while J. H. Barringer was made general manager.

John H. Patterson, one of the outstanding figures in world-wide business, has been president of the National Cash Register Co. for thirty-seven years, and the institution he has built up in Dayton is often spoken of as the world's model factory. His son who succeeds him is 29 years old and has been connected with the N. C. R. for eleven years, having started as a workman in the foundry. J. H. Barringer the new general manager, has also risen right from the ranks. He started with the company 14 years ago, holding a minor position. He earned promotion very rapidly, and in 1918 was made first vice-president and assistant general manager.

Brantford Repair Men Elect Officers

At the annual meeting of the Brantford Shoe Repairers' Association on June 23, 1921, the following were elected officers for the ensuing year: President, A. Johnson; vice-president, J. W. Farnden; secretary-treasurer, S. Hall. Executive Committee, S. Rogers, T. Smith, W. Clarkson, W. Pettit.

United Last Company's Picnic

The employees of the United Last Company Limited, Maisonneuve, P.Q., held their first annual picnic on July 23 at Bout d'Isle. The party was conveyed to and from the ground in special cars. A full program of sports was arranged; these included 100 yards dash, fat man's race, hop, step and jump and two-legged race. The chief event was a baseball match between married and single, won by the former by 11 to 2. The feature of this was the pitching by Schultz, a home run by Hoyt, and a three-base hit by Algeo. Luncheon was partaken of at the hotel.

Harry L. Taylor, formerly of the International Supply Company, Montreal, is now representing the United Last Company in the Province of Quebec.

A New Type of Cash Register

Announcement has been made by The National Cash Register Company that a new cash register, designed to fill a long felt want of thousands of merchants, has been placed on the market. The new machine, which is called the Class 1100, is a low-priced, high-grade register that issues a receipt with every transaction.

In the past many merchants who were starting in business, while realizing the great value of receipt printing cash registers, felt that they could not afford machines of that type because of their higher price. To fill the needs of these merchants, The National Cash Register Company determined to put a receipt printing register on the market at a price that would be within the reach of every one.

The new register is built in several different models, adapted for use in varied lines of business. At each operation of the register a receipt is printed and issued. This reecipt shows the merchant's name and address. the amount and number of the transaction, and the date.

The new register has other valuable features that are to be found in all high-grade cash registers. When money is registered on the Class 1100 machine the amount is immediately shown on the indication at the top of the register. A bell also rings each time the register is operated. At the same time the register prints on a paper roll, called the detail-strip, a permanent record of every sale in the order in which it occurs. This gives the merchant a history of the day's business—a permanent record of everything that happens in his store. Adding wheels within the register show the amount of money that has been taken in. These figures are under lock and key, available only to the proprietor, and can be reset at the end of the day, week, or month, as the merchant desires.

Arthur L. Evans Honored

Syracuse University has given distinguished honor to one of her sons, Arthur L. Evans, president of the Retail Shoe Salesmen's Institute of Boston. At the annual commencement of the University held in Syracuse, New York, Monday, June 13, Mr. Evans had conferred upon him the honorary degree of Master of Arts in recognition of his scientific and literary efforts and his spirit of unselfish interest in the cause of higher education for retail salespeople.

French "Sample Train" to tour Canada

A French " sample train " is to tour Canada in the near future. One section of it will be of direct interest to Canadian shoe and leather men, the fourth car being devoted to the leather industries. This car will contain samples of the French goods from the raw material to the glove and highest grade product. It will be under the presidency of Mr. Poulain, president of the General Association of dealers in skins, hides and leather, of France.

Shoeman Visits Home in Belgium

Mr. L. C. van Geel, manager Tillsonburg Shoe Company, left on Saturday, July 16, with his family, for a two months' trip to Belgium, where he will visit his parents in Antwerp. Mr. van Geel expects to return to Canada about the middle of September.

A Correction

In a recent issue of " Footwear," we referred to Mr. Edward Sait, Box 876, Victoria, B.C., as British Columbia representative of the Hydro City Shoe Manufacturers. There was an error in the address given. It should be Box 866, Victoria, not Box 876, as shown.

Protect Machines from Dust

When sweeping the floor of your repair shop be careful to have your machines covered up as dust and other matter is liable to fly into the working parts of intricate machinery. The clogging of various parts of machines is ofttimes due to this neglect, and could easily be avoided if a few minutes' time and an ounce of foresight was given to this small but important matter.

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FOOTWEAR FINDINGS

Happenings in the Shoe and Leather Trade

Geo. Coombs of Raven's shoe store, St. Thomas, Ont., has recently graduated and received his diploma from the American School of Practipedics.

The Portage Boot Shop, Limited, Winnipeg, has recently been incorporated. The authorized capital of the concern is $50,000.

Letters patent of incorporation have been issued to W. A. Coulson, Limited, Winnipeg, with authorization to carry on business as dealers in footwear of all kinds. Capital stock $40,000.

New Toronto Leather Works, Limited, has surrendered its charter.

Levey & Levey, Limited, have been granted a charter. The concern is authorized to carry on business as shoe dealers and to operate general stores throughout the province of Ontario. Their headquarters are at St. Catharines.

The Arch-Support and Insole, Limited, Montreal, has taken out letters patent of incorporation. Capital stock $25,000.

The Sibley Shoe Shop has been opened at 178 Sparks St., Ottawa. The feature of the new store is its tasteful furnishing and decorations. The walls and woodwork are of buff, while Gretchen blue rugs add the deeper touch of color and soften the effect of the buff trim. The refined and luxurious effect is further emphasized by numerous pier glasses and inset base wall mirrors, which also permit of the customer seeing her shoes from every angle. Another interesting feature is a small telephone desk and a writing table placed at the entrance for the convenience of customers. These are also finished in buff. The color scheme in the display windows is in ivory and blue. Among the lines which they will carry, the firm will give prominence to Gotham shoes for ladies and Stattler and Talbot shoes for men.

Friends of Jack Robitaille, formerly salesman with Singer Fit Rite Shoe Co., will now find him at Gold's new shoe store, Montreal, at 370 St. Catherine St. West.

The Ideal Shoe Manufacturing Co., Limited, Montreal, has taken out letters patent of incorporation, with authorized capital stock of $45,000.

Mechanical Leather, Limited, has been incorporated, with a capital stock of $40,000. Head office at Toronto.

O. Goulet & Fils, Limitee, have taken out letters patent of incorporation, and are authorized to carry on business as manufacturers of boots and shoes, tanners and curriers.

John Fingland, for some years a retailer in Brampton, Ont., died recently at his residence on John St. in that town.

Alfred H. Smith, who has been a partner in the shoe firm of Chester and Smith, Owen Sound, Ont., has sold out his interests in the business to his partner, W. R. Chester, who will continue to operate the store under his own name. Mr. Smith underwent an operation recently and has decided to take two or three months' rest before going back into business.

In a big blaze which razed three business blocks in Quebec City, the Jos. Tanguay shoe factory was destroyed.

A new store has been opened in Preston, Ont. It is known as Malleck's. The Preston silver band gave a concert on the day of the opening.

Robert Walker, shoemaker, of Perth, Ont., was drowned in the Rideau Lake recently, while fishing. The late Mr. Walker was changing seats with a friend in a boat, when it overturned. Mr. Walker attempted to swim to shore and sank, while his friend clung to the up-turned boat and was rescued.

E. E. Donovan, of the Talbot Shoe Co., St. Thomas, Ont., has recently recovered from a five-week siege of sciatica.

Mr. Jarvis, of the Murray Shoe Co., has been on a trip to Boston and other New England shoe centres.

Hugh White, of the White Shoe Co., Toronto, is on a two months' trip to Britain and the continent.

A. Brandon, of the Brandon Shoe Co., has recently returned from a two weeks' automobile trip in the Eastern states, during which he visited the Boston Style Show and the various shoe centres of New England.

Mr. J. H. Gee, sales manager of the Rannard Shoe Limited, is leaving for a trip East, visiting London, Toronto and Montreal, returning via Chicago.

Mr. C. F. Rannard and family are motoring to Detroit Lakes, Minnesota, for a month's holiday.

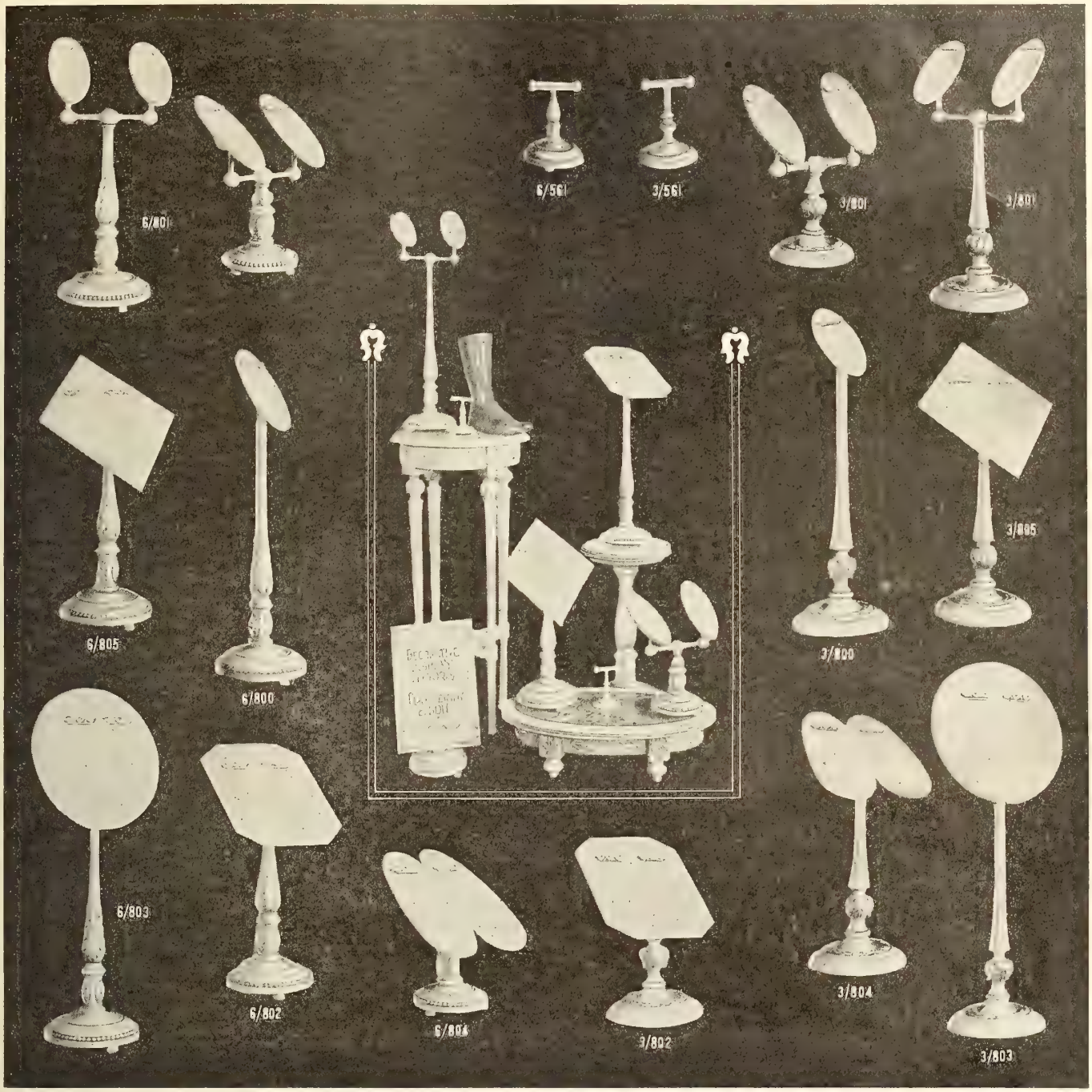
John Dickenson, of Hamilton, Ont., has bought the bankrupt stock of R. J. Johnston and has secured the lease of a store at 347 Ouellette Ave., Windsor, which was opened for business on July 14, under the management of his son, E. H. Dickenson.

Despite the fact that he has lost both eyes as a result of wounds received in the war, C. A. Glasspool, a returned soldier, who has been trained at St. Dunstan's School for the Blind, has opened a shop at 1424 Delage St., Mile End, Montreal, where he carries on business as a shoe repairer and hammock maker.

A burglary was committed at the Astoria Shoe Store, 235 St. James St., Montreal, recently, a quantity of fancy footwear being removed by the burglars.

La Parisienne Shoe Co., Montreal, have work under way on a new factory building at 614 Lasalle St.

Roy E. Wilson, sales manager for the Newport Shoe Co., Limited, who was a recent visitor at the Brooklyn Shoe Style Show, brought home with him many new and attractive novelties, which are now being displayed in the new fall line of Newport samples.



ADAM & POMPEIAN SHOE FIXTURES

Finish—Old Ivory or Roman Gold

The beauty of design and appearance of Clatworthy fixtures lends an air of distinction to the display wherever used. Sales are increased because the shoes appear to better advantage.

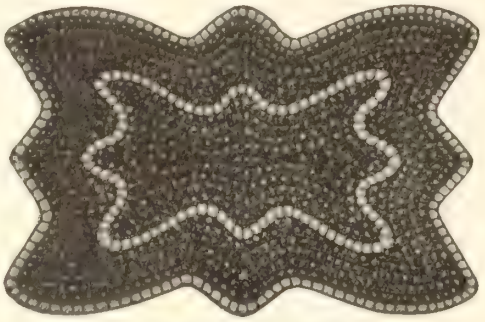
Write for Our New Illustrated Catalogue

CLATWORTHY & SON

Limited

TORONTO **CANADA**

Canadian Shoe Dealers!



Style No. 1300

WE ARE STYLE ORIGINATORS AND MANUFACTURERS OF HIGH GRADE SHOE ORNAMENTS and can furnish straps in any leathers in any color, either beaded or unbeaded.

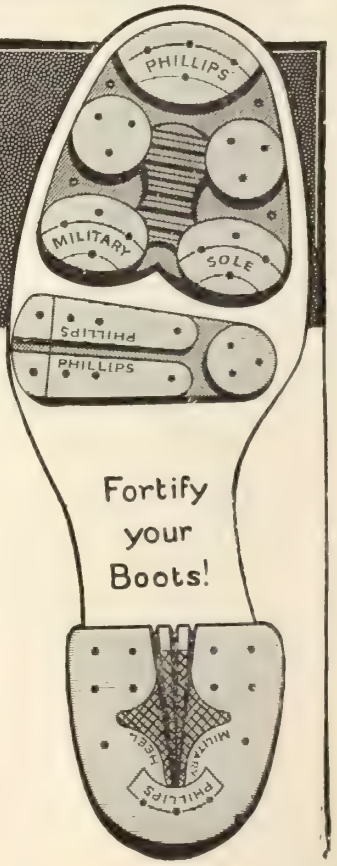
We are especially equipped to make quick delivery on straps and buckles for white shoes.

Samples and prices will be sent on request.

Parisian Beading Works

207 Manhattan Building
Philadelphia, Pa.

PHILLIPS' MILITARY SOLES & HEELS



When Placing Your Fall Orders

Don't forget our

CHILDREN'S SIZE

A new line much in demand and

A STRONG SELLER

Complete Stocks and Prompt Shipments Guaranteed

Canadian Phillips Company

60 St. Paul St. East, Montreal

The Globe Pillow Welt

For fit, style, comfort and quality, there is nothing like our Globe Pillow Welt Shoe. It is made on a nature last, which gives to the foot all the room needed and still is of the very best style. The Pillow Insole insures a comfort enjoyed only in a shoe made under the Pillow Welt process. The best leather that money can buy, used under the best welting process known, makes the quality unequalled.

Our Baby Walk shoes are made on the same process, but the Out Sole is soft and flexible, such as required for a Baby's foot. The Quality and Style are of the Globe Pillow Welt Standard.

Globe Shoe
Limited
Factory TERREBONNE, QUE.

MONTREAL OFFICE
J. A. Bluteau, Representative
11a St. James Street
SELLING AGENTS
L. H. Packard & Co., Ltd.
Montreal

THE WAY
the Child's Foot is growing
IN A
GLOBE PILLOW WELT SHOE
THE RESULT OF 30 YEARS EXPERIENCE

"EUREKA"

There is Big Demand for Brogues and We Can Give Quick Delivery

We particularly emphasize our No. 8339 calf brogue oxford on Last 55 in any color. Royal Purple, Mahogany, and Nut Brown are the popular shades. Our brogues have a full middle sole and are Goodyear stitched.

Strap, Cross-Strap and Tie Pumps on our new No. 100 Last with 12/8 or 13/8 Cuban heel are big sellers.

Write for samples and quotations of Growing Girls', Misses' and Children's lines.

If you demand shoes at a cheap price you can get them, but if you want quality buy EUREKA shoes.

Do not fail to write us and we will show you our samples in Montreal at any time.

Eureka Shoe Co., Limited
THREE RIVERS, QUE.

RESULTS!

The methods at the command of the shoe retailer for procuring a thoroughly reliable mailing list are often expensive and uncertain

For instance, the dead letter matter encountered when lists have been compiled from telephone and city directories or voters' lists would sometimes pay for one-third of the advertising.

The best way is to send direct to us. We have the most up-to-date mailing lists on the market. They are revised annually and have proved 98 per cent correct.

Prices are surprisingly low when comparing the cost of direct advertising and results with other advertising.

No extra office staff required, your printing, addressing and mailing handled at very small cost.

Let us send full particulars.

PROCTOR & PROCTOR
Aurora, Ontario.

The Lincoln Paper Mills
Company, Limited

can supply
your requirements
in

GLASSINE

Super-Glazed Kraft
for Interlay

Wrapping Paper

The above are thoroughly Canadian-made products of the highest quality and at the attractive prices quoted, should appeal to every Canadian shoe manufacturer.

Will you get in touch with us ?

LINCOLN PAPER MILLS CO., LTD
MERRITTON ONTARIO
Branch — 112 Bay St., Toronto.

What Are You Looking For
When You Buy Shoe Ornaments?

First of all—QUALITY—Up-to-date styles and durable merchandise.

Then—PRICE—which means readiness to pay value for value received.

Last, but by no means least, you want SALEABLE MERCHANDISE ornaments and novelties that the public will buy for their beauty, comfort and attractiveness.

The Right Place to Look is the

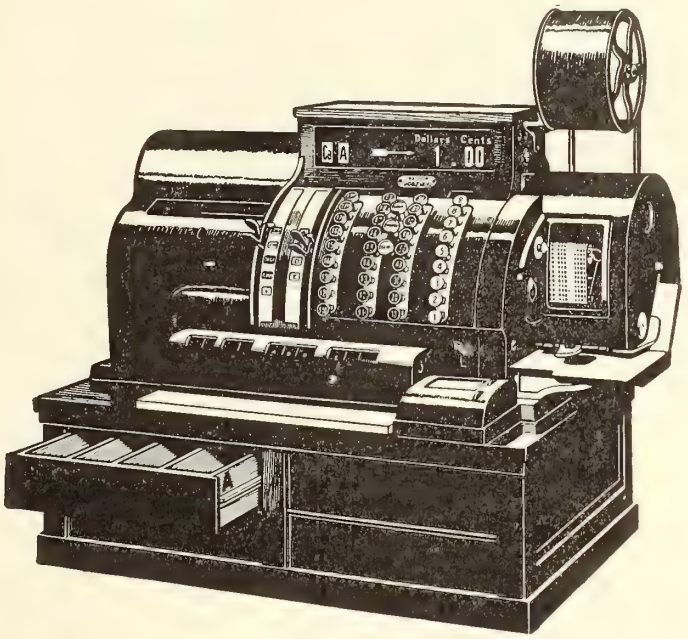
The Reynold's Line

BUCK-EL-ON SHOE ORNAMENTS NOVELTIES SUPPLIES

William Reynolds Inc.

PROVIDENCE RHODE ISLAND

Merchants need National Cash Registers now more than ever before



(1) They stop mistakes.
(2) They stop losses.
(3) They decrease expenses.
(4) They improve trade.
(5) They increase profits.

We make cash registers for every line of business.

Price $110 and up.

Easy payments. Liberal allowances for old registers.
Old registers bought, sold, repaired, and exchanged.

We make cash registers for every line of business

NATIONAL CASH REGISTER CO.

OF CANADA LIMITED

All Canvas and Felt and Canvas Combination Innersoling

FOR McKAYS

The stitches sink completely below the surface in this material and there are no uncomfortable, humpy places. It's the ideal innersole for McKay work at a low cost.

Every inch is usable—practically no waste in cutting. Let us send samples for proof

THE LANDERS BROS. CO.
TOLEDO, OHIO

KELLEY KID

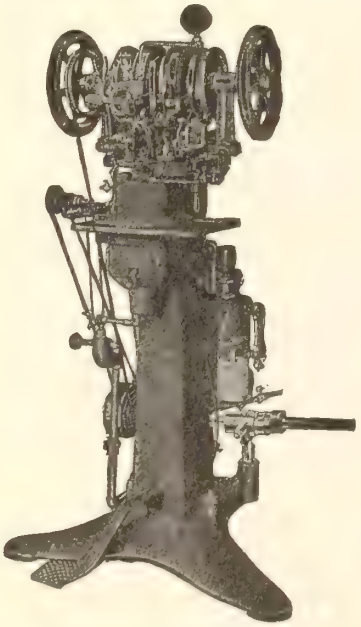
LEADS THEM ALL
in Uniformity,
Fine Texture, Wearing Qualities and Finish

In our West Lynn Factory during 310 working days, the average daily output has been 800 dozen finished skins, or an equivalent of 9,600 skins per day. This represents 60,000 feet of leather turned out each day, or 18,600,000 square feet of leather in one year. This amount provides over 6,200,000 people once a year with one pair of shoes—a large army!

Sold in All Foreign Countries

Thomas A. Kelley & Co.
Tannery and Main Office, LYNN, MASS.
Selling Agents:
ROUSMANIERE, WILLIAMS & CO.
87-93 Lincoln St., BOSTON, MASS.

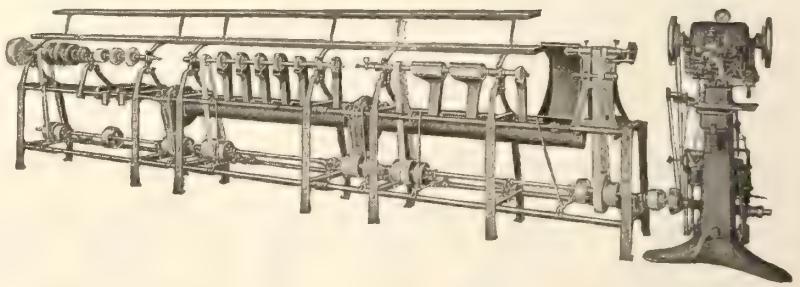
Landis Outfits are Money-Makers



Landis No. 12 Shoe Stitcher.

Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms are easy.

We have many models of stitchers and finishers. Write for complete catalogue with prices and terms.



Don't Fail to See Our Exhibit at the Canadian National Exhibition, Toronto

Landis Machine Co., 1515 N. 25th St., **St. Louis, U.S.A.**

WE CAN HANDLE

RUSH ORDERS

FOR

CUTTING DIES

USMC

CUTTING DIES

ARE GUARANTEED DIES

The most Up-to-Date Plant In Canada and expert die makers insure High Grade work and Expeditious Service, NO DIE TOO LARGE OR TOO SMALL FOR US TO MANUFACTURE.

All Estimate Work Free. ***A Trial Order Will Convince.***

United Shoe Machinery Co. of Canada, Limited

Montreal

TORONTO
90 Adelaide Street West

QUEBEC
28 Demers Street

KITCHENER
179 King Street West

STANDARD SCREWED SHOES

IN
MEN'S BOY'S YOUTH'S
LITTLE GENT'S
AND CHILDREN'S

A. A. COTE & SON
LIMITED

McKAY SEWED SHOES

IN
MEN'S BOY'S YOUTH'S
LITTLE GENT'S
AND CHILDREN'S

ST. HYACINTHE
QUE.

Manufacture lines of Staple McKay Shoes in Men's, Boy's, Youth's, Little Gent's, and Children's, as well as a Strong Line of Heavy Working Shoes, out of best Chrome Tanned Side Leathers, on Foot Fitting Lasts, at reasonable prices, Standard Screwed Soles, Stitch Aloft, Natural Finished Bottoms, so that buyer can see the nature of leather, and know what he is buying. THAT'S THE LINE FOR YOU.

Fred. F. Dufton
LEATHER

50 Foundry Street South
Kitchener - Ontario

SHEEPSKINS
Representing : Clarke & Clarke, Ltd., Toronto

GLAZED KID
Representing : The Bonner Leather Co., Montreal

CALF AND SIDE LEATHER
Representing : C. Galibert & Son Co., Montreal

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Representing : Lucien Borne, Quebec

GOODYEAR WELTING AND MENNONITE
Representing : Wickett & Craig, Ltd., Toronto

CUT SOLES
Repres'ng : The Provincial Cut Sole Co. Kitchener

Stock of above well known lines always on hand. Call and inspect them.

We Can Save Money for You on Your Shipping & Packing

H & D Solid Fibre Board Boxes

1.—They protect your shipment against loss from dampness and water.
2.—They are extremely light, which means low freight charges.
3.—They cannot be opened without breaking the seal.
4.—They save time in packing.
5.—They save storage space.
6.—They have strong advertising value.
7.—They can be made to your specifications.
8.—Their first cost is lower than wood.

Our booklet "How to Pack It" explains all—write for it.

The Hinde & Dauch Paper Co.
of Canada Limited
TORONTO ONTARIO

Shoe Manufacturers' Supplies

We shall be pleased to quote prices and give any information desired on any of the following: Steel Dies, Shoe Stamps, Shoe Lining Markers, Stencils, Marking Inks and Supplies, Numbering Machines, and Rubber and Brass Stamps for all purposes.

Write us today

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ESTABLISHED 1875 **221-223 McGill St. Montreal** Tel. Main 1434 & 6616

The Best and Most Durable
Shoe Laces Are Made
With Our

Power Shoe Lace Tipping Machines

Textile and Special Machinery
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Send for Catalogue

The Franklin Machine Company
Engineers Founders Machinists
189 Charles Street, Providence, R.I.

The Greatest Dancers of the Day insist on wearing Arthur Franks' Ballet Shoes. No other shoes afford the same amount of comfort and support.

BALLET SHOES

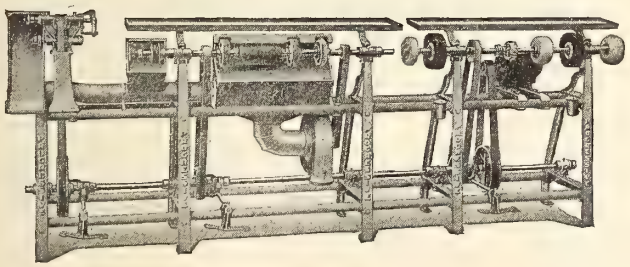
by Arthur Franks are supplied to Mesdames Pavlova, Kaisavina and Vera Karalli, and Messieurs Novikoff, Volinini, Adolph Bolm, etc.

Arthur Franks

3 Cotton Street, Australian Avenue,
London, E.C. 1, England.

Concentrate on Progressive!

"It Pays"



Trying to operate a profit paying repair shop with half a dozen machines of as many different makes is just like trying to assemble an automobile from a Ford Chassis, a Buick Body, and a Packard Twin Six Engine.

In the building of an automobile, each part must fit in with the next one, and all of them must follow a plan or design worked out by competent engineers.

In equipping a Shoe Repair Shop, or in adding to original equipment, it is best to follow the same practise and let all your machines and tools be of some one, dependable make, rather than a haphazard variety which "don't fit."

And in selecting that one dependable make of equipment that will pay the biggest profits in your shop, it is best to be guided by the company with the most experience in solving shoe repairmen's problems.

Progressive Products, comprising as they do the most comprehensive line of Shoe Repair Shop equipment made to-day, are logically the products on which you can most profitably concentrate your purchases.

Progressive Shoe Machinery Co., Minneapolis, Minn., U.S.A.

"La Duchesse" McKays for Women Turn Slippers for Men

Get in touch with your jobber early and let him show you the splendid "La Duchesse" models he has waiting for you. In a variety of leathers, lasts and patterns, and radiating good workmanship and unusual value.

Jobbers Only

"La Duchesse" Shoe Co.

Registered

MONTREAL

The Peterboro Shoe

For MEN, BOYS, YOUTHS and LITTLE GENTS

A staple line of Footwear, prominently known for its superior workmanship, first grade materials, smartness and comfort. A Line you can stock with assurance. Write us to-day.

B. F. Ackerman, Son & Co., Limited

PETERBORO, Ont. Western Branch, REGINA, Sask

MAKERS OF THE "PETERBORO" SHOE

H. O. McDOWELL — H. N. LINCOLN

International Supply Co.

The Largest Shoe Factory Supply House in Canada

IMPORTERS - - JOBBERS

Shoe Machinery, Findings and Factory Supplies

We are Exclusive Canadian Agents for the following well-known houses:—

American Lacing Hook Co., Waltham, Mass.
Lacing Hooks and Hook Setting Machines.
Armour Sand Paper Works, Chicago, Ill.
Crystolon Paper and Cloth for Buffing and Scouring.
Boston Leather Stain Co., Boston, Mass.
Inks, Stains, Waxes, etc. Cyclone Bleach.
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Cincinnati Cutting Die Co., Cincinnati, Ohio.
Quality Breasting Knives.
The Louis G. Freeman Co., Cincinnati, O.
Shoe machinery.
E. L. Glennon Machine Co., Lynn, Mass.
Perforating Tubes.
Hazen, Brown Co., Brockton, Mass.
Waterproof Box Toe Gum, Rubber Cement.
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Marking and Embossing Machines, Compounds, Inks, etc.
M. H. Merriam & Co., Boston, Mass.
Binding, Staying, etc.
Puritan Mfg. Co., Boston, Mass.
Wax Thread Sewing Machines,
Poole Process for Goodyear Insoles.
Safety Utility Economy Co., Boston, Mass.
Electric Heating Equipment.
The S. M. Supplies Co.
Factory Supplies, Needles, etc.
J. Spaulding & Sons Co., N. Rochester, N.H.
Guaranteed Fibre Counters, Fibre Innersoling.
The Textile Mfg. Co., Toronto, Ont.
Shoe Laces.
United Stay Co., Cambridge, Mass.
Leather and Imitation Leather Facing, Welting, etc.

We carry three large stocks in order that we may serve you promptly. You will do well to avail yourself of these stocks.

Quality Goods — ***Right Prices***

INTERNATIONAL SUPPLY CO. SERVES YOU RIGHT MONTREAL KITCHENER QUEBEC

Main Office—154 Notre Dame Street West, Montreal

Branches:—37 Foundry Street S., KITCHENER - - 566 St. Valier Street, QUEBEC

SEE FOR YOURSELF

at the

TORONTO and QUEBEC EXHIBITIONS

The Very Latest

GOODYEAR

and

USMC

SHOE REPAIR OUTFITS

MADE IN CANADA

There is a Size and Style to Fit Your Requirements Exactly

Full Explanation and Particulars at Our Exhibits

TORONTO EXHIBIT
Machinery Hall

QUEBEC EXHIBIT
Main Building

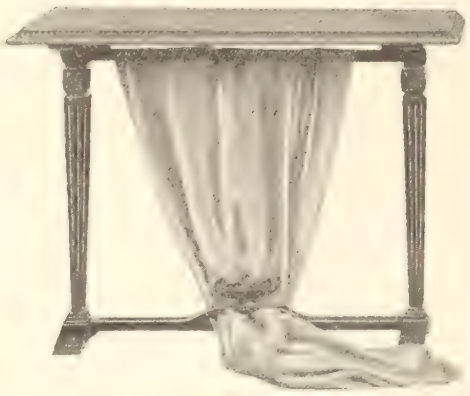
United Shoe Machinery Co. of Canada, Limited

Montreal

TORONTO
90 Adelaide St. West

KITCHENER
46 Foundry St. South

QUEBEC
28 Demers St.



THE effectiveness of your window display may be greatly increased by the use of attractive display fixtures.

It is not possible to excel in appearance or workmanship the fixtures which are designed and made in our workshops.

Our catalog contains a variety of designs from which to make your choice. May we mail you one?

Decorative Fixture Company
1600 South Jefferson Street,
CHICAGO, ILL.

THE Nufashond Lacer with the Nufashond Fabric Tip is the one lacer that has a legitimate excuse for its existence.

In designing the original Nufashond Fabric Tipped Lacer we tred to think of everything that the ideal shoe lacer should have — then we made Nufashond Lacers.

We gave them a tip that couldn't wear off—break off or tear at fine hosiery.

Nufashond Fabric Tipped Lacers stay put. There is a profit suggestion for you.

Then, too, there are display cards, signs and selling helps aplenty for you.

Ask your jobber for samples and prices.

NUFASHONED
Reading, Pa.

Nufashond
TRADE MARK REG. U.S. PAT. OFF.

THE FABRIC TIP-IT CAN'T COME OFF

"HUMBERSTONE"

NON-RIP SANDAL

Humberstone Sandals are built to wear. Solid leather is used throughout with extra strong stitching. They won't rip.

Recommend Humberstone Sandals for they always give satisfaction. Made in two colors—black and tan.

Humberstone Shoe Co., Ltd.
HUMBERSTONE, ONT.

JOBBERS

HOCKEY BOOTS

Our Hockey Boots have extensive sales and supply a wide demand at a reasonable price. The quality and workmanship put into their manufacture insure a first-class product on which you can realize a large and profitable turnover. Write us for samples.

J. E. SAMSON ENR
QUEBEC

Penny-wise Saving

Of course you can get cheaper box toes than Vulco-Units—but does it pay? Any manufacturer who has ever used them will say, no. In fact Vulco-Units are to be considered as something which yields large returns, not as an added expense.

They not only preserve the appearance of the shoe but give greater comfort to the wearer. Being waterproof and perspiration proof they are the most durable box toes made.

Be sure of the genuine by getting in touch with us direct.

BECKWITH BOX TOE LIMITED

SHERBROOKE, QUEBEC

Sound Merchandise

at rock bottom prices

No. 46

THE jobber will find ample opportunity for profitable turn-over in our splendid line of Men's, Youths' and Boys' shoes.

There is no better time than right now to get in touch with us. We believe we can make you very attractive quotations.

Ask us about our Women's McKays.

No. 50

LAGACE & LEPINAY

QUEBEC

"Judge It by Its Users"

New Castle Kid

BLACK — WHITE — COLORS

Send for Samples

New Castle Leather Co.

NEW YORK

Canadian Branch:—335 Craig St. West, Montreal
Factory:—Wilmington, Del., U.S.A.

H. W. UPHAM

MONCTON, N. B.

Leather and Findings

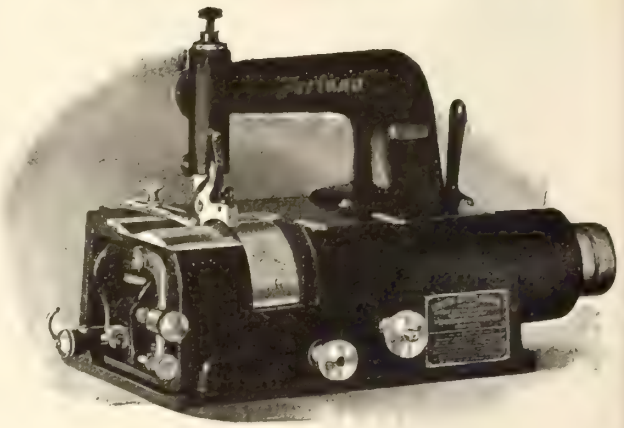
Promptness and quality is our motto.
No orders too large or too small.

We solicit a trial order.

ALL KINDS OF SHOE REPAIRING MACHINERY

Fortuna

Skiving Machine



For Manufacturers who Skive Leather, Felt, Cork, Rubber or Paper

Used extensively by Manufacturers of
SHOES, BOX TOES, TRIMMINGS, INSOLES, ANKLE SUPPORTERS, WELTING, ARCH SUPPORTERS

Sole Agents for Canada

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147-153 Waverly Place - NEW YORK

S. Desrochers *F. X. Leblanc*

HECTOR SHOE CO., Montreal

331 Demontigny St. East

Manufacturers of a

Complete Line of Turns

We also Specialize in Children's McKays

Reputation and Character

The high character of

Maltese Cross Rubbers

and

Outing Brand Footwear

has given this line its envied reputation. For twenty-five years we have held up **QUALITY** as the big thing before the eyes of our workers, and **QUALITY** never had a truer meaning than when applied to

Maltese Cross Rubbers

and

Outing Brand Footwear

Dealers who sell Maltese Cross lines always have satisfied Customers.

Write for prices and terms.

Gutta Percha & Rubber, Limited

Head Office and Factory, Toronto

Branches in leading cities of Canada.

PAPER BOXES

We manufacture paper boxes of every description for Boots and Shoes. Send us your enquiries stating sizes and quantity.

THE HOUSE OF SERVICE

THE

King Paper Box Co.

Limited

Everything in Paper Boxes.

864 LASALLE AVENUE, MONTREAL

PHONES: LASALLE 440—2085

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FOR

Shoes, Gloves, Saddlery
Upholstering
Bags and Suit Cases
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Fancy and Novelty Goods
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Quebec and Maritime Provinces Represented by
JOHN McENTYRE LTD. 28 St. Alexander St. MONTREAL, QUE.

DON'T TAKE CHANCES!

Be sure of the quality, the size and the strength of the threads you use by specifying

Barbour's *Dependable Quality* Linen Threads

You can pay less; but you'd better not; good THREADS are cheaper; it's in the QUALITY—not in the PRICE.

For

Lockstitch	**Welt**
McKay	**Turns**

Threads for all type machines.

Good Stocks Carried at

Toronto MONTREAL Quebec

FRANK & BRYCE, LIMITED

There's Only One Way to Reach These People

and it helps to reach the others, too!

Think of the hundreds of Union men and Union women in your town—are you ignoring their business entirely? There's only one way to reach them, and that is to carry the Union Stamp on the shoes you have to sell. They'll surely look for it and, not finding it, they will go out.

There are any number of manufacturers making any number of grades and styles of shoes that carry the Union Stamp. You have a wide field to choose from—so why not be sure of appealing to ALL the people all the time, by having the Union Stamp on your stock.

Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

246 Summer Street **Boston, Mass.**

COLLIS LOVELY, Gen'l President CHAS. L. BAINE, Gen'l Sec'y-Treas.

1921

1922

The Coming Season Will Experience a Strong Demand for Patents

This is the opinion held by many prominent shoemen who attended the Convention. If this is true - and there is every indication of its being so - the alert manufacturer will immediately see that his trade is adequately supplied.

Of course, the Patent Leather used must be of the finest to ensure complete success --- which in other words mean: CLARKE'S

There is no better time than now to write for samples and prices.

A. R. CLARKE & CO., LTD.

MONTREAL TORONTO QUEBEC

CLARKE'S

Vol. XI.—No. 9 Toronto, September, 1921

Footwear in Canada

A Better Shoe in Every Way by the Use of Bennett Counters

A better looking, better wearing and a more comfortable shoe is made possible by the use of Bennett Counters—which in other words merely means a more *saleable* shoe.

If you have never examined samples, why not write us now?

Made by the largest shoe fibre manufacturers in the British Empire.

BENNETT LIMITED
CHAMBLY CANTON - - - QUEBEC

BENNETT
DEPENDABLE COUNTERS

PANCO

A new product entirely different from anything else now on the market. Note its features: Guaranteed to outlast leather two-to-one, absolutely waterproof, non-conductor, relieves calloused feet. Worn by everybody—men, women, children, for every-day wear, also for golfing, hiking, etc.

Panco Sta-Tite Heels Need No Cement

That it is proving immensely popular with both repairmen and the public is shown by the hundreds of unsolicited testimonials we have received. Undoubtedly it is making for better business wherever used.

A Boon to Letter Carriers, Policemen, Firemen, Milkmen, Conductors, Railroad Men and all Outdoor Workers.

Panco Soles will not break away or split in the stitches. The patented reinforced fabric insertion prevents sole pulling over the nails at the shank. No skiving of shank is necessary. Made in both black and tan.

PANTHER RUBBER CO., LIMITED

General Offices and Factory:

SHERBROOKE : : : QUEBEC

The modern daylight factory where Dupont & Frere footwear is made

Samples are now ready in "Standard Goodyears" in Men's and Women's, also Men's, Women's and Boys' McKays.

Our travellers will be on the road after September 1st with a full range of the latest models.

May we ask that you hold your orders until you have seen them?

It will pay you to keep your order until you see our lines, on account of their special low prices.

Dupont & Frere

Makers of Good Shoes

301 Aird Avenue Montreal

QUALITY

Is the true test of cheapness

We have the best lines at the price in

Women's

Standard Welts and McKays, Canvas, both White and Brown

Men's

Welts of all kinds---White and Brown Canvas, Goodyear and McKays.

Complete Lines in Boys', Youths', Misses' and Children's McKays.

Men's turn Slippers. Women's turns with cushion soles.

Dufresne & Locke, Limited

Montreal

The Yamaska Braind
J. A. & M. Cote
ST. HYACINTHE.
CANADA.

Include these three models in your Fall buying

It is only necessary to see the Yamaska samples for Fall to realize that the whole range is one of unusual merit.

That they are going to be big sellers there is no doubt. Yamaska workmanship, style and value will make them so. Don't wait, send your order at once for sorting up your stock.

No. 072. Men's Welt, Bal, Pointed Toe Last. Made in mahogany velour side. Also Gunmetal Calf and Box Kip black, sizes 6-11.

No. 311. Women's and Growing Girls' McKay, Bal. Made in Gunmetal Calf, Dongola, Mahogany Velour side or patent vamp and dull top. Sizes 3-7.

No. 313. Women's and Growing Girls' McKay, Oxford. Made in Gunmetalf Calf, Dongola, Mahogany Velour side, and Patent. Sizes 3-7.

La Compagnie
J. A. & M. COTE
St. Hyacinthe - Quebec

The Little Touch of Style

that makes the whole world buy

DO you fully realize the part style is playing in today's business? Do you know what effect the added touch of style would have on your sales? And do you know that it is our business to supply that style?

No matter what your output or where you happen to be located, this service can be yours.

Let us talk the matter over.

United Last Company, Limited

MONTREAL, P. Q.

When in Toronto make our office your headquarters, 64 Wellington Street West, Room 212, Telephone Adelaide 4499

THE CLASSIC SHOE

Style--the Powerful Factor in Feminine Footwear

WHATEVER may be said upon the subject, most merchants will agree that style sells the biggest majority of feminine customers.

Some, no doubt, demand a shoe that will give the greatest wear—all expect a reasonable length of service. But style is the powerful factor. It is the drawing card which makes people pause in front of your window and enter your store to buy.

Think what a showing a group of "Classics" would make in your window! Think of the business that would be yours, and then get in touch with us for your spring requirements.

A Getty & Scott two-strap.
All leathers

GETTY AND SCOTT LIMITED

Makers of "Classic" Shoes for Women & Childien

GALT - ONTARIO

THE BOSTONIAN SHOE

The Autumn Months

bring a return of better business

Summer is over. Vacations have been spent and folks are flocking back to their homes—and work.

From now on the merchant may safely look for more lively business. He should be ready for it with a stock that is complete from end to end. He should be able to show his trade something new and tempting. (This is a time of the year when such goods are most appreciated.)

Let us help you get this extra business the Autumn Months bring.

James Robinson Co., Limited

Specialists in Fine Footwear

MONTREAL

THE BOSTONIAN SHOE

East or West, you can have the newest styles delivered while they are still new

Distance make no difference to the "House of Robinson."

You may be situated in the largest eastern city or the smallest prairie town. The same styles, the same service, the same prices, the same satisfaction will be yours.

Just now would be an excellent time to test the truth of this. Why not send us a trial order?

James Robinson Co., Limited

Specialists in Fine Footwear

MONTREAL

FRANK SLATER
Strider
REGISTERED
SHOE

ESTABLISHED 1903

Are You the Man?

ARE you making an effort to increase your business? Are you determined to keep down your inventory? Are you anxious to turn over your capital more often?

If you can say "YES" to these questions, and if there is no STRIDER SHOE agency in your town, you will be interested in our IN STOCK department.
We carry in stock over 30 lines of Men's and Women's Fine Welts in High Shoes and Oxfords.

"STRIDER SHOES" ARE THE MOST PROFITABLE WELTS YOU CAN SELL

SAMPLE PAIRS OF ANY LINE ON REQUEST

EAGLE SHOE CO. LIMITED

587 BEAUDRY STREET MONTREAL

Strider REGISTERED

By Every Standard of Comparison "STRIDER SHOES" are Better

Now Ready to Ship.

No. 6016. Men's Duchess Brown Calf, Ball Strap Oxford. On Last No. 60. A smart square French Toe. Carried in stock C width, sizes 5-10.

No. 6017. As above on Last '34, which is a semi-recede toe.

These are both big sellers.

No. 5014 Royal Purple Rena Oxford, Single sole, last 406, C & D width, sizes 2-7. Price, $5.00.

The Beauty of the Toe

Keep it there with a

VULCO-UNIT BOX TOE

Sold only by

BECKWITH BOX TOE LIMITED

SHERBROOKE, QUEBEC

In the eyes of Man

-the sales power is still the best TEST of VALUE

The sale of Tetrault Shoes leads by far that of all other Canadian shoe manufacturers. The natural conclusion is Buy Tetrault Welts, which are the standard men's shoes in Canada.

If you buy quality, not discounts; selling features, not prices; you will naturally look to Tetrault for your supply of men's Welt Shoes.

To be imitated is the sincerest compliment.

Many factories are trying to make shoes like Tetrault, but they fail in working out those essential details, which characterize our shoes and make them the acknowledged standard of Men's Goodyear Welts in Canada.

The leading Jobbers throughout Canada carry an extensive range of our lines.

The Tetrault Shoe Manufacturing Company

Limited

MONTREAL - CANADA

NEW WAREHOUSE
of
The Breithaupt Leather Co., Limited
and
Lucien Borne
in
QUEBEC CITY

BETTER SERVICE in BETTER LEATHER

The increased demand for a sole leather of exceptionally high wearing quality, necessitates increased facilities for service in the Quebec district.

Mr. Lucien Borne and Staff
welcome the Trade to our new quarters.

The Breithaupt Leather Company, Limited

Manufacturers of "The Standard of Canadian Sole Leather"

Sales Offices: KITCHENER, TORONTO, VANCOUVER, MONTREAL, QUEBEC

Tanneries at: PENETANG, HASTINGS, KITCHENER, WOODSTOCK, BURK'S FALLS

The

"AMES HOLDEN"

Brand of

Rubber Footwear
Canvas Rubber-Soled Shoes
Felt Shoes and Slippers

IS NOW ON THE MARKET

Manufactured and sold by

Ames Holden McCready, Limited

Halifax, St. John, Quebec, St. Hyacinthe, Montreal, Ottawa, Toronto, Kitchener, London, Winnipeg, Regina Saskatoon, Edmonton, Calgary, Vancouver.

LEATHERS

Glazed Kid
Side Leathers
Glove Leathers
Shoe Findings

Correspondence Solicited

PIERRE BLOUIN Limited
QUEBEC, 60 Colomb St. MONTREAL, 256 Lemoine St.

THE ROBSON LEATHER CO. LIMITED
HIGH GRADE SIDE LEATHER
OSHAWA CANADA

TANNERS AND CURRIERS

Tan Chrome Sides
Mahogany Chrome Sides
Royal Purple Chrome Sides
Elks, various colors
White Buck
Chrome Patent Sides
Dull Chrome Sides
Bright Boarded Sides
Retan Storm Leather
Chrome Tongue Splits

The Robson Leather Co. Limited
MONTREAL OSHAWA QUEBEC

The Man Who Dared—

"I feel that if I had not taken the Training Course I would never have dared try for this position."

HENRY BROSELL, a retail shoe salesman in Hibbing, Minnesota, wrote the above printed words to the Retail Shoe Salesmen's Institute, after he had finished the Training Course and received his diploma.

He has just been made assistant manager and buyer in that city.

He secured this advancement, with the accompanying increased emoluments, and the **enlarged opportunity,** because he **prepared** for it—the Training Course was the basis of that preparation and that advancement. He says so.

Do you think it **paid** Henry Brosell to take our Course?

Do you think it **paid him** to put in some time studying the Training Course?

Every year there are 10,000 promotions in the shoe trade.

Every year several thousand retail shoe salesmen are advanced.

Every year several thousand retail shoe salesmen increase their **earnings,** increase their **prestige,** increase their **opportunity.**

But alas, not every retail shoe salesman is advanced in **any** of these things.

"It is really remarkable to me the knowledge gained from the Course. To my mind the shoe salesman not taking the Course is working in the dark and like a fish out of water. I feel proud to-day to think that less than 12 months ago I was handed those Retail Shoe Salesmen's papers by the general manager of the Hudson's Bay Co. here. It was the start of my aiming higher, which I hope to continue through your guidance."

Percy Plowman,
Alberta, Canada.

Are you "working in the dark," like "a fish out of water?"

The Training Course is a light that helps retail shoe salesmen to find their way to advancement.

"I would not be without the Course for a thousand dollars. There is not a day that something does not turn up in which it has helped me."

G. J. Kramer,
Tulsa, Okla.

The Training Course helps, every day.

"Want to say that I am very well pleased with the Course and would not take five times the cost of it and do without it. You can refer any one to me that wants to ask about the Course, would be very glad to tell them how much it has been worth to me so far, and I still feel that I have only touched on the possibilities of it."

J. R. Warren,
Altus, Okla.

It isn't what **we** say about the Training Course, nor what **we** think, it is the opinion and testimony of those who are enroled in the Course that must be the final judgment. What Mr. Warren says is based on his own experience. He **knows.**

Thomas M. Stickley, with Hanan & Son, in their Boston store, has been selling shoes for sixteen years. Listen to what he says:

"It gives me great pleasure to give a word of praise to your well planned and instructive Course of training for retail shoe salesmen. The best way to secure that knowledge is in taking the Course that your Institute has so carefully mapped out for the retail shoe salesmen. Day by day it is helping me to improve my selling ability. I shall always praise your fine work and recommend it to the selling force."

Listen to what a Canadian retail shoe dealer says:

"The salesmen show a real interest and each one takes his full share in the discussion. Many little personal habits and failings have been discussed and joked over in a friendly way with the boys. In this way the effect of the meetings gets right down to 'brass tacks' and the fellows get pulled out of the ruts.

"Well-known customers have been discussed and methods suggested on the best way to handle such people.

"The boys keep on checking one another up in the store with 'the book doesn't tell you to do it like that' in a joking, friendly way—but which 'gets there' with results in impressing the need for adopting improved methods."

S. Rowland Hill, Jr.,
London, Ontario.

Every retail shoe salesman will benefit by reading our free 60-page booklet "The Road to Advancement for Retail Shoe Salesmen." Fill out and mail the coupon to-day.

RSSI
KNOWLEDGE APPLIED IS POWER

If I could say just one thing to every retail shoe salesman, beginner or veteran, it would be this, the words of Edward E. Stout, Indianapolis retail shoe merchant: "The quality of your work depends upon the quality of your thought." The business brain, like the body, must be fed good food and be exercised if it is to develop.

ARTHUR L. EVANS,
President.

RETAIL SHOE SALESMEN'S INSTITUTE
727 Atlantic Ave., Boston, Mass.

Please send without obligation complete information on the Training Course for Retail Shoe Salesmen.

Name .....

Address .....

With what firm .....

F.C.

RETAIL SHOE SALESMEN'S INSTITUTE

"The College of the Retail Shoeman"

727 ATLANTIC AVENUE **BOSTON, MASSACHUSETTS**

ECLIPSE

School Days

—are here again, and with them comes the call for juveniles that will stand up day in and day out.

The careful parent buyer is looking for Eclipse Shoes. The wise dealer will be able to supply the demand.

There is simply nothing better than this sturdy Hygienic Footwear for school wear. Its sound satisfaction makes it a steady repeater for sales season after season, and the goodwill which has been inseparably linked with the Eclipse name should be an asset to every retailer.

Representing the highest grade and most complete line of juvenile footwear made in Canada.

The Galt Shoe Manufacturing Co.

Limited

Galt - - Ontario

AIRD & SON
REG.
AIRD & SON
MONTREAL

SPAULDING'S
Fibre Counters
Guaranteed

SPAULDING'S FIBRE COUNTERS

because of their quality construction, fit easily to the last and continue to fit gracefully and constantly while in service on the foot.

J. SPAULDING & SONS CO., INC.

Main Office and Factory
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PHILADELPHIA
John G. Traver & Co.
141-143 No. 4th St.

CINCINNATI
The Taylor-Poole Co.
410-412 E. 8th St.

Boston Office
203-B ALBANY BUILDING

ST. LOUIS
The Taylor-Poole Co.
1602 Locust St.

CHICAGO
J. E. D. McMechan & Co.
217 W. Lake St.

SEVEN FACTORIES
Tonawanda, N. Y.
No. Rochester, N. H.
Rochester, N. H.
Milton, N. H.
Townsend Harbor, Mass.

English Agents: J. Whitehead & Co., Ltd., Leicester, England.

Canadian Agents
International Supply Co., Kitchener, Ontario, and Quebec City. **V. Champigny, Montreal**

SPAULDING'S
OAK TAN
FIBRE INNERSOLING

LIFE-BUOY Outing Shoes for 1922

Women's MILAN
A popular Life-Buoy line

Life-Buoy Styles are consistent with the popular demand. Our models represent the choice of the buying public.

If Quality and Wearing Results count, you cannot do better than stock Life-Buoys.

An inferior quality is dear at any price.

WAIT for the
LIFE-BUOY MAN.

The Kaufman Rubber Co., Limited

Head Office and Factory — KITCHENER, ONT.

LONDON: 342 Richmond Street TORONTO; 80 Bay Street
OTTAWA: 282 Wellington Street MONTREAL: 137 McGill Street
QUEBEC: 615 St. Valier Street

Our Specialty

Boys', Youths', Little Gents', Growing Girls', Misses', Children's and Infants'. Also medium grade Women's McKays, and Imitation Welts.

Charbonneau and Deguise

636 Craig St. East **MONTREAL, P. Q.**

Step on this accelerator if you want to speed up your sales

You'll say it's some accelerator, too. A new colored calf Ball Strap Oxford showing the semi-square toe. An in-stock model, which means shipment as soon as your order is received.

Just try it once and we know that speedmeter on your sales 'bus will climb to new heights.

This is the shoe to tone up your stock

Daoust, Lalonde & Co., Limited

Montreal, Que.

Where "ARROW" Shoes are Made

Men's "HAND-LASTED" High-Grade Goodyear Welt

Travellers are now on the Road

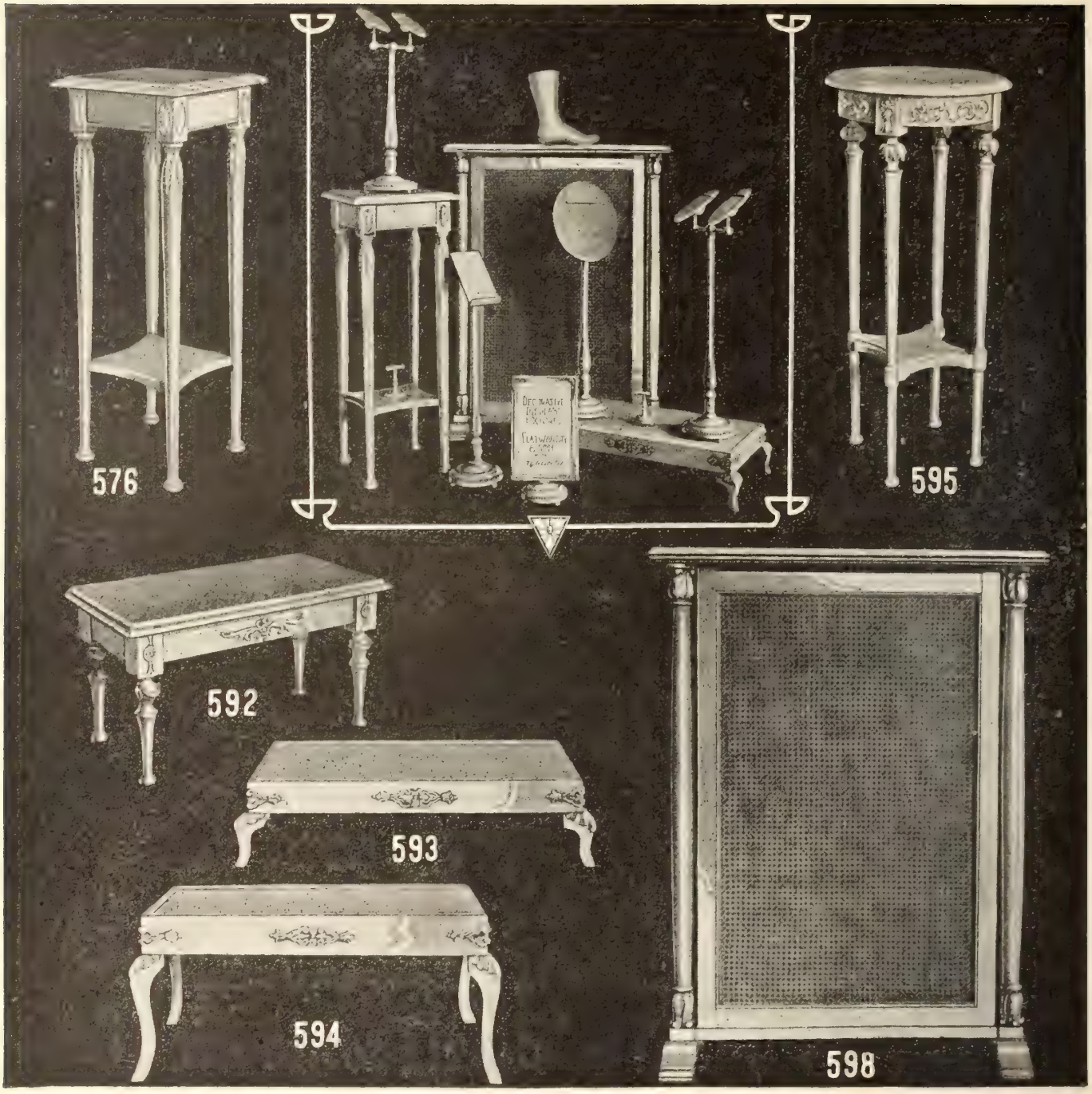
The new lines of "HAND-LASTED" Goodyear Welts our salesmen are showing are particularly pleasing and priced right, and they are up to the usual high standard expected of our shoes—only solid leather counters, insoles and box toes being used.

HOLD YOUR ORDERS FOR OUR TRAVELLERS

Standard Welt Co. Ltd.

3 St. Alexander Street

MONTREAL : : QUEBEC



Smart Window Displays Made Possible by the Use of Clatworthy Fixtures

In the various period designs these fixtures present a charming appearance that never fails to attract people to your store.

They are obtainable in two finishes -- Old Ivory and Roman Gold.

Now is the time to order before the busy Fall season sets in.

If you have not yet received our new illustrated catalogue, write for it today.

Clatworthy & Son, Limited, Toronto, Canada

HALIFAX :- D. A. Gorrie, Box 273.
QUEBEC :- Nap. Debigare, 205 Des Fosses St.
VANCOUVER :- M. E Hatt & Co., 315 Homer St.

Western Representative
S. J. Barley.
Royal Alexandra Hotel, Winnipeg.

Fall Trade Sellers--Patent Leather--Black Suedes Browns---Satins---Made Especially for Each Material---A Griffin Guaranteed Preparation

"French Dressing"

Self-Shining

Contains no Harmful Ingredients

A BIG SELLER

Profitable

A PROFITABLE GUARANTEED LINE SOLD BY THE BEST SHOE STORES

Prices and Samples gladly on request

"Bronze"

A Real Fine Natural Bronze

BLACK SHOES MADE BRONZE

Two Sizes

C. S. F. Co. Greater Service—Now Open MONTREAL WAREHOUSE

In-Stock Department shipping Maritime Provinces. All buying and correspondence through Toronto office

2 WAREHOUSES IMMEDIATE SERVICE 2 WAREHOUSES

Griffin Lotion Cream

For Patent Leather, Kid or Calf Shoes

Easily Applied

Softens - Cleans - Polishes

Colors—Tan, Dark Brown, Black or White.

Black and Grey Suede Liquid

Will not lay the nap

Used by finest shoe factories

22 Colors--Suede Sifter Powders

To Match Every Shoe

PATENT BOTTOM

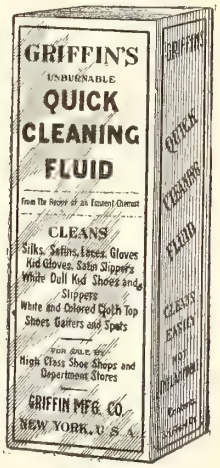
Also put up in BAGS and magical form

Same grade powder, cheaper form containers

Quick Cleaning Fluid

"UNBURNABLE"

Cleans Silk, Satins Shoes and Gaitors



Canadian Shoes-Findings-Novelty Co.

2 Trinity Square, Toronto, Canada *Branch No. 1---153 Peel St., Montreal*

IN STOCK

for immediate delivery

School days are once more here, which always mean a quickening of "Renown" sales. Do not be caught with empty shelves, but send in your orders right away. At the prices now being quoted you cannot possibly do better. The quality is there.

MISSES

300—Girls Gun Met. Bluc.
400—Miss Gun Met. Bluc.
310—Girls Gun Met. Bal.
410—Miss Gun Met. Bal.
313—Girls Brown Calf Bal.
413—Miss Brown Calf Bal.

GROWING GIRLS

900—Gr. Girls Gun Met. Bal.
903—Gr. Girls Brown Calf Bal.

RENOWN

YOUTHS

600—Gents Gun Met. Bluc.
700—Youths Gun Met. Bluc.
603—Gents Brown Calf Bluc.
703—Youths Brown Calf Bluc.

BOYS

800—Boys Gun Met. Bluc.
810—Boys Gun Met Bal.
813—Boys Brown Calf Bal.

Scroggins Shoe Company
Limited

GALT - - ONTARIO

Footwear in Canada

A National Journal of its Findings, Making and Sale, with a quality circulation—every reader a possible buyer.

Published Monthly.

HUGH C. MACLEAN PUBLICATIONS
LIMITED
THOMAS S. YOUNG, Managing Director

HEAD OFFICE - 347 Adelaide Street West, TORONTO
Telephone A. 2700

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WINNIPEG — Electric Ry. Chambers
VANCOUVER — Winch Building
NEW YORK — 296 Broadway
CHICAGO — Room 803, 63 E. Adams St.
LONDON, ENG. — 16 Regent Street S. W.

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Vol. II September, 1921 **No. 9**

A Species Fast Disappearing

One of Footwear's subscription solicitors, a man by the way, who has a wide knowledge of the industry and many friends among its operators and who, in addition, rarely finds it necessary to accept "No" for an answer, recently struck a snag and reported as follows: "Would not even look or talk about 'Footwear'---did not want it. No use to keep this firm on the prospect list---they are forty years behind the times."

Of course you would naturally expect one of our subscription solicitors to consider a man who was not interested in "Footwear" about forty years behind the times, but, joking aside, it is a fortunate thing for the industry there are comparatively few specimens of this species still extant. A man who will not look at a trade magazine, or talk about it, is either very busy or very hopeless. The man who does not want information about his own business is a draw-back in that business.

This question of refusing to discuss with a solicitor or salesman the product he represents, though it touches us intimately in the present instance, has a very general application. We have even heard of retailers refusing to see travellers' samples, refusing to sit back in an arm-chair and discuss the gossip of the trade---refusing to go to school, so to speak, to the best teacher a retail shoeman could possibly find ---the shoe traveller. Surely this is a mistake. We have thought and said so many times, and we believe there are comparatively few retailers today who do not look forward with eagerness to the arrival of the travelling salesman with his fund of valuable information.

The most important thing from the salesman's viewpoint is not so much whether he makes a sale as whether he is received as one man should receive another. We are all human beings, made of the same clay. We live about the same length of time, and, within narrow limits, develop about the same number of bad habits. Why should we not be decent to one another?

We are pleased to believe that this self-satisfied type of shoe retailer ---this man who feels he knows enough about his business----is fast disappearing. The industry will be so much the better when the species becomes extinct.

Advertising Progress in Periods of Depression

A striking article has recently come to our attention, headed, "It is Easier to Make Advertising Progress during Periods of Business Depression." The writer draws a comparison between military tactics and advertising tactics, pointing out that, as the victories of Napoleon were largely due to his ability to take his adversaries by surprise by striking hard at the proper moment, so too the biggest conquests in the world of business, have been made by men who took prompt and decisive action while the others were hesitating. "Great advertisers," says the author, "are always outflanking their competitors, usually taking them by surprise. Particularly is this true during periods of business depression, when men of little courage think it is no use to advertise. It is also true to a lesser degree during times of great prosperity when men of no vision imagine that it is unnecessary to advertise."

"It is this bivouacking tendency of his competitors," he continues, "that gives the seasoned advertiser his best opportunity. By attacking the market when his competitors are at rest, he is usually able to conquer it and drive them from their positions before they are able to assemble their forces to resist the onslaught Advertising forces cannot be mobilized quickly. It takes time for advertising to attain its object. The advantage, therefore, is entirely with the aggressor. In playing cards, in playing tennis or golf or baseball, in love—in fact, in all the affairs of life—whether personal or business, the fellow who gets the bulge on his antagonist is the one who follows up his advantages the hardest."

The writer goes on to cite a number of firms whose reputations are continent-wide, and points out that it is when competitors are going into permanent winter quarters that these concerns prepare to take the field. The usually increase their appropriations just at the time when others are curtailing their advertising.

In answer to the question, "How can these companies afford to increase their investments in the

market in periods of business stagnation? Are they not paying more for sales than the business is worth?" this authority declares that "there is no business depression in the affairs of the aggressive operator." It has been asserted that even in times of panic, the country does 80 per cent. of its normal business. Of course all industries do not keep their sales up to that level; some may drop to sixty, or fifty, or even forty per cent. But on the other hand some do not suffer at all—they may actually show an increase during the depression. The average concern does but a very small percentage of the business in its line. What difference, then, does it make if the entire industry should fall off 20 or 30 per cent, An aggressive and efficient organization need not lose any of its share just because the industry is lagging.

The article from which we have quoted refers particularly to the manufacturing industry, but, in a general way, the remarks apply to the retail trade with equal force. There is no doubt whatever that it is under such conditions as exist at present that the real business man makes the greatest gain over his less active and resourceful competitors. It is when the general tendency is to mark time that the forced march is most likely to be effective is seizing an advantageous position. This is no time to cease advertising, no time to make a halt and rest; it is the psychological moment for aggressive, decisive and carefully-planned action.

Wear a Good Pair Yourself

It was a good slogan they had at the National Shoe & Leather Exposition held in Boston some weeks ago: "Wear a good pair yourself." That is a sound piece of advice, which obvious though it may seem, strangely enough requires to be emphasized in some quarters. More than once we have seen salesmen in shoe stores wearing shoes that might have been alright if they were hidden underneath a desk during the day and only displayed on board an 8 o'clock or 5.30 street car, but which had certainly no place in a footwear establishment unless on the feet of a customer needing a new pair.

It is quite natural and logical on a customer's part, to judge the shoeman's knowledge of footwear and his discrimination in the matter of style by the shoes he wears. Doubtless, too, the same consideration will, in many instances, influence her in the formation of an opinion regarding the quality of product the store carries. And, certainly, she would be quite justified in a lack of confidence in the good taste of a salesman who was himself shabbily and unattractively shod, and would have good reason to doubt his ability to serve her satisfactorily.

Moreover, to a sensitive and refined woman, shabby footwear—or shabby apparel of any kind—worn by one from whom she is making a purchase, constitutes something like a breach of etiquette. When you invite guests to your home to entertain them, you make it a point to greet them clothed, if not in the height of fashion, at least with that degree of elegance or attractiveness which your circumstances in life may reasonably allow. You make diligent use of shaving brush, hair brush, nail brush, clothes brush and boot brush, until you feel you have attained that condition which is popularly termed "well-groomed." And if you take such care with your toilet, so that you may appear at your best to visitors in your own home, why should you show less consideration for the critical eye of the guest you invite to your store in order that you may sell her your wares and thereby make a profit for yourself.

Her object in coming to the store is, of course, to procure footwear, and not merely to enjoy the society of the mechant or salesman. Nevertheless she does want to make her shopping transactions as pleasant and pleasurable as possible, and if she sees anything to offend her eye, her mood will be less favourable to "sale-suggestion."

Finally, there is the effect of the clothes he wears upon the man himself. Wearing apparel has a psychological influence. A soiled collar or an unpolished pair of shoes will give the average man a feeling of uneasiness or inferiority—unconsciously perhaps, but still it is there. To be at his best in contact with the public, he must have the confidence that he is faultlessly clothed. He must be so satisfied with his apparel that he can forget about it. For no one is this quite so important as for the salesman. In that line of endeavour, clothes and success have a much more definite connection with one another than many imagine. A millionaire can afford to dress how he likes, well or ill—not so the man who has to earn his living by selling goods to the public. He can afford only to dress well.

All this applies to you Mr. Shoe Salesman. And while your suit, your shirt, your neckgear and your headgear all are important, there is nothing quite so necessary as that you should be well shod. Your shoes reflect your taste in footwear and the quality of the product you sell. Therefore, "Wear a good pair yourself."

The Secret of Progress in Salesmanship

Remember that there is an opportunity for you to learn something every day. Anxiety to learn is the only means of travel on the pathway of knowledge, and knowledge, plus the energy to apply it, places the goal of your ambition within your reach.

When you are not actually engaged in selling goods, there is no need to loaf, even if you have the opportunity. You can be making yourself acquainted with the stock; you can help see that it is in such shape that every style and size of shoe can be located without any hesitation or delay; you can be calculating what is required to be brought forward from the reserve stock; you can be figuring out the selling points of new goods; you can be chasing dust, etc.

Milady Favors Black Footwear for Fall Wear

That black footwear would predominate was the prediction of Irving Grossman, of I.Miller & Sons in an address before a recent meeting of New York state merchants: Mr. Grossman reviewed the style situation in a thorough manner, and, as an authority on style, his remarks will be of interest to the readers of "Footwear". They are therefore abstracted below: Taking into consideration the trend of fashions and colors in the dress and fashion industries, black footwear will predominate, followed by a substantial call for brown and tan, and a limited amount of tints of brown and dark grey.

Brown and tan are colors that will always be in popular demand, for there is a continued and everlasting call for these shades in sturdy models. The lighter shade of tan will be principally shown in the delicate novelty slippers, and some plain walking oxfords, while the darker tone of mahogany, etc., will be used in the making of sport and brogue effects.

Although the demand for grey has decreased considerably, I feel that this color has good prospects, principally in beige and dark gray of the zinc color. These leathers will apear to some extent in combination pumps and oxfords, with the darker shades of brown, tan and occasionally black calf.

Silver, Gold and Embroidered Cloths for Evening Wear.

Materials for eveing slippers will point favorably to silver and gold, with the usual minimum call for white. Black and henna colors are coming to life considerably—more so, of course, in the bigger cities, where new colors schemes are taken up immediately. Embroidered cloths will seen to some extent.

Brown and black satin will also have some call, especially when pleasantly ornamented with steel beading. This latter class is appropriate for both afternoon and evening wear.

For afternoon wear, style indications suggest that the leather will be called for in the following order: patent leather, black satin, black kid, a medium shade of tan calf, black ooze, and the brown ooze. With the late improvements in the construction of satin that have eliminated the inconveniences previously experienced, satin pumps will maintain their popularity if not increase it, especially so when pleasantly trimmed with contrasting stitching and designs.

You may have noticed that we have not encouraged to any great extent brown kid. It is because of difficulty to obtain a good quality, and we have planned to meet the brown demand in style pumps with both satin and ooze.

For street wear calf skins will be principally used, in both plain boarded effects in tan, mahogany and black. Boarded leathers, in sport effects, both combinations and solid colors, with Cuban heels, preferably 8/8 and 12/8, are being much shown.

Straps Still Good.

Strap pumps are in to stay for some time, and unless some sudden change affects the style situation, retailers can safely buy straps for several months to come. We also feel that oxfords will pay an important part, in conjunction with leather Cuban heels.

For afternoon and street wear we now have several classes of strap styles to select from: the one, two, three and Grecian straps—the one and two strap will be featured mainly with Louis heels, either trimmed, stitched with contrasting colors, or lightly perforated. The three straps that have late come to life with the introduction of sandals will play an important part in the fall selling. These sandal effects call for centre buckles, and will be built maily on semi-French toes with covered 12/8 or 14/8 heel. A good part of them will be sold with baby and high Louis heels, especially in patent leather and calf. Simultaneosuly with the introduction of the three-strap sandal we feature the Grecian effect, which is the one strap over the instep carrying another from the throat of the vamp to the strap; in many cases calling for triangular cutouts on the quarters. This pattern, we feel, will play favorite in high Louis afternoon and evening slippers.

Straps for evening wear will be popular, and for such shoes we recommend only the Grecian sandal strap and the popular one-strap in both baby and high Louis heels.

Cuban Heel Oxfords An Important Factor

Cuban heel oxfords are to play a very important part in our fall selling, and from reports obtained throughout the country, and spending considerable time in watching the style trend of Cuban heels in our shop, it looks as though brogue effects, centre perforated toes, conspicuous perforations around vamp, top and up-eyelet stay, are logical sellers. We do not feel favorably inclined toward ball-straps.

We must not forget boots--I think it would be adviseable for the retailer to centre his thoughts mainly on Cuban heel shoes, such as brown and black kid and some tan calf. Nothing points to the possibility of Louis heel boots.

As to Lasts

From our experience we have determined that a certain length of vamp or shape of toe cannot be determined for countrywide use. The bigger cities, such as New York, Chicago, etc., have been selling for months the modified French last, which is not the square toe, bulky appearing pump that was first introduced to the retailer as the French model, but a toe having some touch of Americanism, slighty receded and shaped. With such a last both the Spanish and covered Cuban heel heights will be called for. Although this French demand is creating quite some consideration throughout the country, we suggest to the average retailer, for safe buying, the popular 3½ in. pointed toe vamp in both the Louis and walking heels.

Patterns such as Grecian sandals and three-strap sandals, should be considered first for the modified French toe.

Baby Louis and Walking Heels on the Increase

In walking heel models, the 8/8 and 12/8 heel lasts show a decided increase. Such lasts being

used mainly for brogue and sport effects, and vamps to be about 3½ in. There is a possibility that on the 14/8 heel we may experience a call for slightly longer toes. It is safe to suggest that the average woman leans to the regulation Louis heel for her style pumps. As mentioned before, it is only in the larger cities where the demand for more elaborate pumps is prevalent that the Spanish and covered Cuban heels are of importance. The sale of pumps made with baby Louis and walking heels have shown a marked increase in the past few months; the retailer should watch very carefully this part of his stock and make certain that he has a sufficient amount on hand and coming through to meet an increased demand. The baby Louis heel has been featured mainly in patent pumps, and has helped to increase the novelty trade considerably.

Novelty Stitchings

Attractively designed stitchings on quarters are a feature which helps to add to the strap patterns the touch of newness which the average woman requires; also the plain contrasting double-row stitch around the vamp, top and straps, and then the perforations applied heavily to walking heel models and lightly to the Louis heel models. In some cases underlays are suggested, but as this effect has been carried to the cheaper grades to a great extent, it is wise to order underlays as little as possible. Colored bindings have also been used the past season, but in this case also it has been overdone by use in the cheaper lines.

Call for Beaded Slippers

Beaded slippers have great possibilities for fall selling--in fact we have already sold from stock a quantity of black and brown beaded slippers not too heavily ornamented but delicately strung around throat and strap. Jet beds should be bought moderately.

With evening slippers, jewelled pendants attached to a strap pattern to fall over the instep creates a very effective showing.

August Business in Shoe Factories Shows Marked Improvement

Reports to the Shoe Manufacturers' Association of Canada from the boot and shoe factories in the Maritime Provinces indicate that the average size of orders is increasing somewhat. Most of the factories have a moderate volume of business on their books, but the larrigan and shoepack trade is light. No reduction in wages are reported as yet and no considerable change is expected in the Spring price lists. Most of the companies are finding it difficult to get sufficient skilled female help. One manufacturer writes: "The tendency of the trade of late has been to buy in very small quantities and ask for very quick deliveries, which makes it extremely difficult for the manufacturers, especially in the case of high grade lines, which shoes have to remain on the lasts for some considerable length of time."

Quebec City manufacturers report that new business in August was about on the same level as during Augut of a pre-war year and a distinct improvement is shown as compared with July of this year. Average orders are increasing in size and colored leathers and fancy footwear especially are in demand. Most of the factories in this district report that they have not any large volume of unfilled orders on their books, but the numerous rush orders indicate that customers' stocks are unusually low. Some of the leading factories mention that they are experiencing difficulty in obtaining good grade leathers.

Manufacturers in the Montreal district say that business in August was much better than during the month of last year, although most of the travellers were off the road, arranging for their new samples. Orders are showing a marked tendancy to increase in size. Most of the shoe factories in the Montreal district are said to have orders ahead which alone are sufficient to keep them operating for from two to three months. No further important wage reductions are reported and manufacturers' prices appear now to be on a stable basis. A continued shortage of female help is mentioned. Manufacturers elsewhere in the Province of Quebec report that their trade is improving weekly and that there is increasing evidence that stocks of footwear in the hands of wholesale and retail merchants are short.

Some of the factories in the Toronto district have their production already sold up to October 15 and there is every expectation that a fair volume of busines will be placed for Fall. No wage reductions are reported by the plants making returns, nor have their been recent reductions in manufacturers' prices. Good-grade calf leathers are costing more and high quality kid leathers are difficult to obtain, with prices reported at 5 to 10 cents per foot higher than these which prevailed last Spring. Experienced shoe operators are scarce. The principal factories in Western Ontario are operating at, or close to, capacity, as compared with about 60 per cent. production at this time last year, and they have a fair volume of orders ahead. No further wage reductions are reported and manufacturers' prices of boots and shoes are firm and steady.

In British Columbia factories are operating approximately at capacity in men's, boy's, and children's lines. Ordinary business has recently been in small orders, but the more important buyers have been buying in larger volume than is usual. Men's fine welts and staples are in good demand and the largest factory in the district has orders on its books sufficient to keep it operating at capacity until the end of the year. Some labor disputes arising from wage readjustments are reported.

Use of Antiquated Advertisement Cuts

In our July issue we printed an item, "It Dosen't Pay to Advertise—This Way." along with which we reproduced the illustrations used in a footwear ad. taken from an Eastern Canadian newspaper. We used this as an example of the all-too-frequent misuse of cuts by shoe retailers, pointing out that in this case the cuts did not correspond in any detail with the captions supposed to describe them, and at the same time they were quite out-of-date. It was of course a case of absolute carelessness on the part of the dealer who inserted the ad., and in verification of our criticism we have received a letter from the Brown Shoe Co., of St. Louis, whose name was shown on three of the cuts, stating that the cuts were made prior to 1908 and, not having had any of them in their possession during the past eight or ten years, they are at a loss to know where the dealer managed to get them and why he used them. The company further state that it has always been their policy to supply newspaper cuts of the latest styles to their retail customers, so that all advertisements will be correct in every detail.

Maritime Wholesalers Behind Movement for National Organization

The members of the Maritime Wholesale Shoe Association, at its semi-annual convention held in Moncton, N.B., on August 16, after hearing an address by Mr. S. Roy Weaver, Manager of the Shoe Manufacturers' Association of Canada on the possibility of a closer working together of shoe wholesalers and shoe manufacturers, for the protection of their common interests, and in constructive efforts in the interests of the industry as a whole, decided to take the initiative in the formation of a national association. The Maritime Wholesale Shoe Association was organized about 2½ years ago and comprises in its membership the following firms:

Ames Holden McCready Ltd., Amherst Boot & Shoe Co. Ltd., J. W. Boyer & Co. Wm. Cook Shoe Company, H. H. Crosby Co. Ltd., The Dominion Rubber System, E. J. Fleetwood, Hartt Boot & Shoe Company, L. Higgins & Co., J. M. Humphrey Co. Ltd., Kaufman Rubber Company, John Palmer Co. Ltd., The Robt. Taylor Co. Ltd., Turner & Co., Waterbury & Rising Limited.

Although the Association has been a factor of importance in bringing about a better understanding and more friendly relations between wholesale shoe dealers in the Maritime Provinces, the members have realized that the scope of a sectional organization necessarily is limited and that such sectional organization, lacking any afiliation or direct connection with other wholesalers throughout the Dominion, is unable to take effective action in correcting trade abuses or dealing with matters where the co-operation of the entire wholesale shoe trade is involved.

The officers of the Association are as follows: S. C. Mitchell, President; C. S. Sutherland, Vice-President for Nova Scotia; P. L. Higgins, Vice-President for New Brunswick; P. W. Turner, Vice-President for Prince Edward Island; H. W. Rising, Secretary-Treasurer; J. H. Codner, Assistant Secretary-Treasurer,

The membership was well represented at the meeting and the following resolution, moved by Mr. R. T. Hayes, M.P.P., and seconded by Mr. Gard, was passed unanimously:

Resolved, that we, the members of The Maritime Wholesale Shoe Association, and also the individual firms, the names of which have been signed below, believe that the formation of a (National) Wholesale Shoe Association of Canada is needed, and pledge our support to such project:

That we appoint Mr. C. S. Sutherland, of The Amherst Boot and Shoe Co. Ltd., and Mr. S. C. Mitchell, of Ames Holden McCready, Ltd., to represent the wholesale shoe firms in the Maritime Provinces on the provisional Executive Committee of such Wholesale Association, and

That we instruct the Executive Committee of the Maritime Wholesale Shoe Association to suggest the names of representatives from the other parts of Canada where no wholesale shoe associations already exist.

(Sgd) The Maritime Wholesale Shoe Association. S. C. Mitchell, President H. W. Rising, Secy.Treas. Members Signatures: Ames Holden McCready, Ltd. The J. M. Humphrey Co. Ltd. L. Higgins & Co. Waterbury & Rising, Ltd. The Amherst Boot & Shoe Co. Wm. Cook Shoe Co. The H. H. Crosby Co. Ltd.

The Executive Committee of the Maritime Association is now securing advice from wholesalers in various parts of Canada, with a view to inviting representative men from each of the principal districts to serve on the provisional Executive Committee. In this way, every effort is being made to secure representatives who will have the confidence of their associates in the districts which they will be asked to represent. It is only proposed, of course, that the Provisional Executive should outline preliminary plans for the National Association and at the first general meeting after organization the members of the Association will be given an opportunity to confirm the Provisional Executive Committee as the Executive for the coming year, or to re-elect other members. The Maritime Association wishes it understood that, in attempting to organize a Provisional Executive Committee for the proposed National Association, it is taking the initiative only for the reason that no other local organizations exist, and everything possible is being done to ensure that the men invited to serve on such committee will be acceptable to the wholesale dealers for the sections which such men will represent. The Maritime Association has invited the co-operation of Montreal wholesale dealers who are now organizing.

Resolution re Freight Classification No. 17.

The following resolution was passed at the Moncton meeting on a motion by Mr. C. S. Sutherland and seconded by Mr. P. L. Higgins:

Resolved, that this Association protest to the Freight Classification Committee, and also to the Board of Railway Commissioners for Canada, against the proposed Freight Classification No. 17, insofar as it applies to Boots and Shoes, inasmuch as such Classification would discriminate heavily, unfairly, and unnecessarily, against the use of fibreboard containers which are now in almost universal use, and are generally satisfactory to the trade, and also,

Resolved, that this Association protest to the Board of Railway Commissioners for Canada against withdrawal by the Railway of the privilege of shipping Footwear of any kind in straight or mixed carloads, under third class rating.

Mr. Hayes was appointed to present the above resolution on behalf of the Association, at a meeting to be arranged by appointment with the Freight Classification Committee.

This business was followed by a discussion of general matters of interest to the wholesale trade.

The Bureau of Business Research of Harvard University are sending out a questionnaire relative to the cost of doing business in the shoe retail trade during the year 1920. This is being distributed to shoe retailers all over the continent and from the replies received it is the intention to publish a summary showing the expense of shoe retailing in the United States and Canada as in the year 1920.

The Need for More Complete Organization in the Shoe Industry

S. Roy Weaver, before the Maritime Wholesale Shoe Association, points out Advantages to be Gained by National Organization of Shoe Jobbers

My direct connection with the boot and shoe industry has been of but a few months' duration and I am devoting only a part of my time to this work under a temporary arrangement with the Shoe Manufacturers' Association until the next annual meeting, which will be held probably in January. But my study of the problems of the industry already has shown me that a tremendous amount of valuable work needs to be done and can be done. With your permission, I shall outline a few of the activities which already have been undertaken. These perhaps fall in three main groups, although there is necessarily some overlapping.

Combatting New Freight Classification.

First, we have our protective work. The Association has been active in seeking to protect the industry against action by governments or semi-public or private organizations which threaten the interests of the shoe manufacturers, and I shall mention only one or two examples. As most of you know, the railway companies have prepared a new freight classification in which they propose a 1½ class rating on boots and shoes when shipped in any containers other than wooden boxes with metal strappings. This would mean practially a 50 per cent increase on all shipments of boots and shoes in unstrapped cases and, if it forced the use of strapped wooden boxes, it would mean a considerably higher charge not only for the cost of the shipping cases but also for additional freight on account of the heavier weight of the wooden containers as compared with fibre-board. Our Association has prepared what I believe is a strong case in opposition to such proposal and we expect to go with it before the Freight Classification Committee early this Fall. In preparing to fight the proposal of the railways, our Association recognised that the interests of the wholesale and retail trade were involved to an even greater extent than were those of the manufacturers, and have taken steps to secure the co-operation with us of retailers and wholesalers.

Reply to Criticisms of the Industry.

We have also fought withdrawal by the railways of the third class carload rating on mixed shipments of footwear. The railways issued an amendment to their tariff providing that the carload rating, third class, should apply only on straight carloads of leather boots and shoes, whereas formerly it was permissible to mix leather, felt, canvas and rubber footwear in carloads The Railway Board has not yet given a decision, but the Chairman frankly recognised the justice of our contention and we are satisfied that when the decision is announced it will be in our favour Of course only a few companies are able to ship in carload lots, but some of our members and certain of your members were concerned and I mention this case only to show the value of an organization which, amongst its other duties stands ready to protect the interests of its members and of the industry as a whole. Likewise there is value in an Association through which, if deemed advisable, collective action may be taken in dealing with any other organizations with which the shoe manufacturers may have relations. Besides much can be done to obtain removal or modification of harassing governmental regulations affecting the industry.

Replies to Criticisms of the Industry.

The Association is making an effort to reply to all criticism of the industry, in Parliment, through the newspapers, or otherwise. We have a clipping service which furnishes us with references to the industry which appear in the principal newspapers and our members send in to us for reply not only clippings from local newspapers but also, in some cases, individual letters from customers or other correspondents. During recent months we have secured a surprisngly large amount of publicity at small cost.

Educational Activities

Our efforts to protect the shoe industry from undeserved reproach and unfair criticism merge with our educational activities, which are the second of the three groups to which I have made mention.

We are getting out statements to the newspapers and through various other channels. We are also publishing and distributing a considerable amount of literature and I expect that our activities in this direction will be extended. The three shoe trade papers are co-operating with us splendidly and are a useful means of reaching both wholesale and retail trade. I am particularly impressed with the fact that the retail trade is close to the buying public and that, if the retail merchants throughout the Dominion are kept advised of the facts and if they can be made well-informed allies, they will be in a position quickly to correct misunderstandings with regard to the position of the shoe maufacturers or that of the wholesale trade. It is very largely true that the retail trade is the key to the whole educational problem.

"Better Business" Prapaganda

Our Association has, I believe, been effective in helping to correct the very serious and dangerous misunderstandings which existed. In addition to reylying to our critics through the newspapers, we have commenced the publication of a series of leaflets under the heading "Shoe Industry Facts." Of the first issue, we shall distribute 50,000 or more through manufacturing concerns and otherwise. Early in September, we expect to publish the second of these leaflets and are planning to embody in it "Better Business" pro paganda with a view to assisting to create an attitude on the part of the trade and the public more favourable to Fall and Winter buying of boots and shoes. We intend as far as possible to prepare all such material as a means of propaganda and education, not only in the direct interests of the shoe manufacturers, but on behalf of the entire industry. Combined with the educational, there is a complementary intelligence branch of our work, and in this connection I refer

particularly to the dissemination and exchange of information amongst our members.

Promotion Work.

The third main division of our activities is our promotion work, and I use this term to indicate generally our constructive efforts. In this connection the Association is endeavoring to utilize to the best advantage the services of Government Departments, the Canadian Manufacturers' Association and other organizations. I have referred, in passing, to certain plans for "better business" propaganda. A detailed scheme in this connection is only just being developed, but we believe that we can do something towards the cultivation of an attitude more favourable to better business during this Fall and Winter. We have been working on a plan for the standardization of shoe carton. Some time ago, a standard list was prepared but was not adopted generally, and the list has been revised recently in collaboration with the Paper Box Manufacturers' Association. We expect to make an arrangement with the box companies whereby a special discount will be given on all purchases of containers in the standard sizes. While the discount on each individual order probably will not be large, in the aggregate it should represent a very considerable saving and there will be other benefits. Standardization of cartons will make possible the standardization of shipping cases and also of merchants shelves.

The Association is in touch at the present time with representatives of other groups of manufacturers of mens' wear with a view to securing their co-operation in arranging a dress-up campaign for men. We feel that much useful work can be done in this connection In fact, I am looking forward to the time when I hope we shall have advisory councils for both the men's wear and women's wear and perhaps also the children's wear trades. Co-operation within these closely related groups would make possible effective efforts in the advancement of those interests which they have in common.

Proposal to Form Shoe Wholesalers' Organization.

I have gone far afield from the principal purpose of my visit to you, which is to attempt to outline a practical plan for more effective organization of the shoe industry. But in straying froom my main theme I have done so deliberately. Almost all the activities to which I have referred are as much in the interests of the wholesale trade as they are of advantage to the shoe manufacturers and I believe that you would benefit by close connection with and actual participation in such work.

A number of the members of the Shoe Manufacturers' Association combine a wholesale business with their manufacturing operations and the suggestion has been made that the wholesalers should be invited to become members of our Association. I am satisfied, however, that more effective work can be done, at first at any rate, if you have an associatin of your own, through which you can work in harmony with the manufacturers on matters in relation to which you have interests in common and through which organization you could deal with matters which involve the interests of the wholesalers alone. It is best to recognize that occasionally there may be a divergence of interests and for this reason I believe that separately organized, but closely co-operating, associations are preferable to a single body of mixed membership.

Benefits of a National Association.

I do not minimize the importance of local or sectional organization such as yours, but you are in competition with wholesalers elsewhere in Canada who are not members of your Association and over whom you have no direct influence. I do not doubt that useful work has been done by the Maritime Wholesale Shoe Association, but I am satisfied that your officers agree with me that the possibilities through a sectional organization are limited, and that you are practically powerless to put into operation important policies even although their desirability may be obvious. On the other hand your association could exert a very great influence if allied with and working through a national organization of the wholesale shoe trade. Attempts have been made, I believe, to organize an association in Montreal and possibly similar organizations elsewhere, but, so far as I know, no serious effort has been made to organize the wholesale shoe trade of the entire Dominion. At the suggestion of some of the wholesale companies and after a talk with your President, I brought up the question at the last meeting of the Executive Committee of the Shoe Manufacturers' Association, pointing out the advantage of a closer working together with the wholesale trade. The desirability of such closer relationship was recognised and the Association offered my services to the wholesalers if I could be of any assistance in the forming of a National Wholesale Shoe Association. It seemed to me that, if anything was to be done in this connection the Maritime Wholesale Shoe Association was the organizition which properly should take the initiative in an effort to form a national wholesale association. The matter has already been considered, I believe, by your Executive Committee and I understand that a resolution will be submitted for your consideration. If the general project be approved by you and if you endorse it collectively through your Association and as individual firms, Iwould suggest that you appoint two members to represent the Maritime Provinces on a provisional Executive Committee of, say, twelve members. Some such basis of represetation as the following might be adopted tentatively:

2 from Martime Provinces
4 from Ontario
3 from Quebec Provicue
1 from Manitoba
1 from British Cilumbia
1 from Saskatchewan and Alberta

Initiative Should be Taken by Wholesalers

If you will name the two representatives from the Maritime Provinces your Executive Committee, I am sure, will be able to suggest representatives from other parts of Canada in accordance with the plan of representation which I have proposed, or some other plan which they may consider better. The first move appears to be to get a provisional executive commattee of leading representative wholesalers to sponsor the project, and it is of importance that care be exercised in selecting men who will see that the plan is carried through. After the provisional Executive is formed details of organization will, of course, have to be handled by such committee. Meetings could be arranged in the Montreal, Toronto, and, possibly, London districts at which the provisional directors can place the plan before the other wholesalers. I should be glad to attend such meetings, if such should be the pleasure of your Committee, and assist in any way that I could in

pointing out the possibilities of association work. The Shoe Manufacturers' Association is thus prepared to lend its services until an organization of the wholesale trade is formed, but we believe that the iniative ought to be taken by the wholesalers themselves.

Close Relationship Should Exist Between Branches of the Industry

Details of a scheme of co-operation between the proposed Wholesale Shoe Association of Canada and the Shoe Manufacturers' Association of Canada would have to be worked out by the executive committees of the two Associations, but I believe that a close relationship would be feasible as well as desirable. The two organizations at least could work together, possibly through a Doominion Footwear Council, on which both the Shoe Manufacturers Association of Canada and the Wholesale Shoe Association of Canada or the Wholesalers' Organization, under whatever designation may be adopted would be represented. It is even possible that the same office staff might serve the two associations and that in this way better results could be obtained than by each association attempting to have its own secretarial organization. That, however, is a matter of detail, and our assistance is proferred without condition of any kind. Whatever form your organization may take, you may be sure that the Shoe Manufacturers' Association is anxious to co-operate with you and will assist in every possible way.

Our Association already is on record as favouring an Advisory Council for the entire Industry, such Council to consist of representatives of the existing organizations of shoe manufacturers and shoe retailers and representatives of a national organization of shoe wholesalers if and when such is formed. I am satisfied that much can be done if we succeed in bringing the three branches of the trade into closer relationship, united for mutal benefit and the advancement of their common good.

Possible Results of Organization

In suggesting for your consideration the formation of a national association of the wholesale shoe trade, it is important that we should not over-estimate what can be done. In speaking in Toronto, recently, at the convention of the Ontario Shoe Repairers, I ventured to express the opinion that no organization could hope for success except as it recognized economic laws and worked along sound ecomonic lines. It is safest to build slowly and above all your organization should be founded and conducted on proved economic principles. I am convinced that no price-fixing association or any other organization of the wholesale shoe trade based on the idea of arbitrary measures or coercion could be successful in any large way. The emphasis must be placed on service and efficiency and information, education and publicity are the means by which you are most likely to obtain results. I believe that the first step after you have an organization ought to be a careful and comprehensive survey by your secretarial department of the conditions and problems of the wholesale trade. You will have noticed that I have been careful to avoid suggesting any definite programme of work for a national organization of shoe wholesalers. In planning your activities you will be able to draw upon the experience of the Shoe Distributors Association in the United Kingdom and of the National Association of Shoe Wholesalers in the United States. In Great Britain important work has been done in standardizing terms of trade and conditions of sale and remedying various trade abuses. While agreeing that such things as style and prices in general are matters which belong to each individual manufacturer, the Boot and Shoe Manufacturers' Federation of the United Kingdom,—and I believe the Shoe Distributors Association is joining in the move—is working on a plan for a Fashions Committee for the industry, to study and suggest main lines of shoes for each season and perhaps to bring about a greater uniformity in the public demand in respect of colors and styles. I only refer to the very large range of styles and complete lack of restraint in respect of novelities as one of the matters which might well receive joint consideration by shoe manufacturers and wholesalers in Canada. And there are a multitude of other problems ready for you to tackle. Do not expect too much or expect results too soon, but if you build on a sound, irreproachable, economic foundation, there can be no question as to the value and possibilities of association work.

Vancouver Shoeman's Observations on Trade Conditions

"While we complain of business conditions here, I think that Vancouver is better off than most of the larger cities," said Mr. William Wood, of the "K" Boot Shop, Vancouver, who has just returned from a business trip covering Eastern Canada and U.S. points. His tour included Winnipeg, Minneapolis, Chicago, London, Hamilton, Toronto, Montreal, and Quebec, among other centres he visited. "There is much unemployment in many of the large business centres in the east," observed Mr. Wood, "though conditions appeared better in Canadian cities than those of the U.S. I visited. Trade in the American cities is stagnant. I believe that the premium in exchange on Canadian money instead of being a benefit to American trade has operated against it, and has made Canadians turn more to home products."

Speaking of trade prices and the outlook generally, as he observed them, Mr. Wood noted that there was more activity in such lines of merchandise as showed price reduction, as compared with lines which had held prices at the high level. He found Eastern Canadian shoe factories busy, prices having dropped considerably. From what he could gather in the course of his business visits, he does not look for any radical changes in shoe styles, The fancy styles in women's shoes, inauguated last season, are in his opinion likely to remain for another season, while not many new models in men's lasts were being shown.

British Industries Fair, 1922

The next British Industries Fair will be held in London and Birmingham between 27th February and 10th March, 1922.

The British Industries Fair is open to manufacturers in all parts of the British Empire and buyers from all over the world are attracted. It affords an excellent medium for bringing manufacturers in direct contact with buyers, as only bona fide manufacturers are permitted to exhibit and buyers are admitted to these Fairs by invitations only. The general public are not admitted.

Shoeman's Merchandising Calendar

With Fall Sports commencing and the Opening of the Social Season, October suggests many interesting and business-getting ideas to the Window Trimmer and the Ad Man

October is another very interesting month for the window trimmer. It brings him right into the fall, and offers him opportunity for many very pretty effects in keeping with the season. A more attractive decorative material than fall foliage would be hard to find.

Perhaps the particular class to which the shoeman can most effectively appeal in October is the sportsmen. The Rugby season opens around the beginning of the month, and any retailer who caters to this trade at all should get in a good strong display of football boots right at the start. Why let the sporting goods stores get all the business?

October also finds the sportsman preparing for his trek to the northland and the game districts. Let him know you can give him the outfitting service he requires so far as footwear is concerned. The shrewd retailer will maintain his turnover by pushing special lines to the limit.

Then the social season opens toward the end of the month, and this is the psychological moment for the retailer to show the best he's got in the way of fancy slippers, and so on. Mi'ady will be replenishing her wardrobe, and she will just then be particularly susceptible to the appeal of new and pretty footwear.

Hallowe'en (October 31) offers the opportunity for emphasizing and dramatizing the appeal, so to speak. The spirit of this holiday is a merry one, and everyone wants to get dressed up. Next to Christmas time and New Year, it is probably the occasion of more dances and parties than any other day of the year, and young ladies, and older ones, can be tempted to wear new shoes at the first big event of the season.

A Hallowe'en window can be made very interesting and attractive. It should, of course, have a spookish look about it. Burnt orange and black is the recognized color scheme. Cuts-outs of witches, cats, moons, pumpkins, etc., are easily obtainable and will help to bring out the Hallowe'en idea. Never forget, however, that it's shoes you are selling, not witches, or cats.

Oct. 25 is St. Crispin's Day. It may be of interest to mention in a window card that this day is chosen to honor the memory of the Patron Saint of Shoemakers.

October should of course see fall business of all kinds at its height. The snap in the air will induce people to purchase new wearing apparel suited to the change in the season. Be on the look-out to take every possible advantage of the weather to boost trade.

J. I. Chouinard

A. Lambert

Geo. Robinson

MEMBERS OF TEMPORARY EXECUTIVE APPOINTED TO FORM NATIONAL WHOLESALE SHOE ASSOCIATION

Montreal Wholesalers Move towards Organization of National Wholesale Shoe Association

A meeting of shoe jobbers, attended by fifteen representatives from fifteen wholesale concerns, was held in Montreal on Thursday, August, 25, at which it was unanimously decided to form a **National Wholesale Shoe Association.** This association would have for its object the organization of the shoe jobbing trade throughout Canada.

In order to set about the establishment of the association, the following temporary executive was appointed with full power to act: President, Alfred Lambert; vice-president, Geo. Robinson; directors, Nathan Cummings, J. I. Chouinard, J. P. Quesnel. The services of Henri Viau were retained to act as secretary-treasurer.

At a meeting of this executive, Messrs. Robinson and Cummings were appointed to go to Toronto to confer with Ontario jobbers, and Messrs. Chouinard and Lambert accepted the same mission to the Quebec wholesale houses.

J. P. Quesnel, Member Temporary Executive.

London Shoe and Leather Fair

The London Shoe and Leather Fair will be held this year in the first week in October (Monday to Friday, October 3 to 7) at the Royal Agricultural Hall, London, N. Nearly 400 firms will show their products, consisting of leather of all kinds, boots and shoes, machinery for tanners, leather workers and boot repairers, and accessory articles of all kinds in use in the shoe, leather and allied industries Invitations to visit the Fair can be obtained by Canadian business men interested on application to the British Trade Commissioners, 248 St.James Street, Montreal; 260 Confedration Life Building, Toronto; and 610 Electric Railway Chambers Winnipeg.

Lady Belle Picnic

Over 100 employees of the Lady Belle Shoe Co., Kitchener, together with their wives and families gathered at Puslinch, some weeks ago, for their annual picnic. They were transported to the lake in the morning by trucks and motors, and after an enjoyable lucheon, spent the greater part of the afterdnoon in games and sports. An dance in the evening brought the day's pleasure to a close.

Ideas for Hollowe'en Window Trims

Hallow-e'en offers an exceptional opportunity for novel and interesting window trims, and, if the trimer will always keep in mind that decoration must be used not for itself alone, but as a means of selling goods, he may take advantage of the season to good effect. Perhaps it might be no harm to learn a little of what was done last year. Below are described a number of striking displays that were used by live concerns during the Hallow-e'en of 1920:

Hallow-e'en Pumpkin.

A Montreal firm made a feature of a large squash, cut out to resemble a boy's Hallow-e'en pumpkin, with the firm trade mark carved on same. This squash was set on a pedestal draped with black, occupying a prominent location. A showing of timely merchandise comprised the remainder of the display.

Something New in Brooms.

One of Toronto's most interesting windows showed a unique broom, suspended in the centre of the display by a thin wire. The handle was of wood, but instead of straws, strips of orange crepe paper were used. Orange and black tissue paper ribbons were strung from this Hallow-e'en broom to the various articles in the display.

Starring Mr. Hobo.

Another Toronto concern had a hobo setting which attracted much attention. They had a dummy figure to represent a tramp, sitting on an upturned packing case before a fire. The fire was simulated with charred twigs, placed over red tissue paper, concealing an electric light, which made it appear to glow and burn. Corn on the stalk made a realistic background, and cardboard pumpkins, electrically lighted, were placed here and there.

Pumpkin Sculpture.

One live window dresser carved out a pumpkin to represent the face of a man, placing an electric light bulb inside. The bulb worked with a flashing attachment, so that the face lightened and darkened continuously. This feature made a good attention getter.

A Goblin Display.

A faggot fire surrounded by goblins was the feature of the Hallow-e'en display in a large Winnipeg store. Broken twigs, red tissue paper and an electric light bulb formed the materials for the fire, and the goblins were made with pumpkin heads. Above the fire supported by four posts, was a steel rack, upon which corn was in process of being roasted. Articles of seasonable interest took up the foreground of the display.

Pumpkin Drawing Contest.

Another store placed the figure of a pumpkin man in the window and offered two prizes to boys and girls of twelve and under for the best drawing of the pumpkin. Ribbons were strung from the glass of the window to the prizes, which were on display, and some of the drawings already entered were exhibited.

A Party Setting.

A live concern in Vancouver arranged a setting to represent a Hallow-e'en party. They had a "fire" in the middle, over which was suspended a large black kettle and which was surrounded by a group of figures of boys and girls. On one side was the figure of a witch sitting on a three-legged stool. In her right hand she had a deck of cards, on which her attention was bent, as though she were telling a fortune. In the other hand she held a black wand or sceptre, surmounted with a gold star. In a corner of the window was a girl, in a costume belonging to other days, trying to bite an apple, which a male figure, attired like a tramp, was dangling before her from behind a bench. The floor of the window was lined with black crepe paper, with a border of orange crepe. In front was a single file of black plaster cats, and from the ceiling were suspended a number of miniature witches by invisible wires.

Examples of attractive fall show cards for shoe windows - Art Sign Studio, Toronto, designers.

The Breithaupt Leather Co., in conjunction with Lucien Borne, have established this splendid new warehouse in Quebec City

New Leather Warehouse in Quebec City

This is the Breithaupt Leather Company's new warehouse in Quebec City, at the corner of Colomb and Voltigeners streets--one block from their former location on St. Valier St.--which gives this company exceptional facilities for suplying the leather requirements of the Eastern trade. The building is very conveniently situated for handling the business of the local manufacturers, and thecompany state they are in a position to give the most prompt and efficient service possible.

The company's action in thus extending their present plant evidences their confidence in a speedy revival of demand from the shoe manufacturing industry and indicates, in particular, their belief in the sound condition of the trade in Quebec City.

The relationship betwen the Breithaupt Leather Company and Mr. Lucien Borne, their Quebec representative--which has always been a pleasant and satisfactory one—continues as before. The warehouse is a joint ownership proposition between the two concerns for the handling of the Breithaupt sole leather tannages and the other Borne lines--Centaur kid, sheepskins, chrome, etc.

Big Doings at Wabasso Park

One of the most successful picnics in the shoe industry that has been held this year was that of the Corson Shoe Mfg. Company's employees, which took place in Wabasso Park, on Saturday, August 13. Steamers leaving Yonge St. wharf at 8·15 a.m. carried the greater part of the crowds to the park. Another boat leaving at 2.15 p.m. conveyed any who had been prevented from leaving in the morning. The gathering of the employees and their relatives certainly indicated that the picnic was considered an occasion of real importance and enjoyment.

Everybody, even the fat men, joined in and had a good time. There was a splendid programme of games in which the aforesaid fat men took a prominent part. Their track work was indeed one of the most interesting features of the proceedings· The three stars were C. S. Corson, Ed. Lynch, and H. C. Parker, of the Parker-Irwin Co. This trio staged a race which, no doubt, will go down in shoedom's history. Ed. ran first, H. C. ran second, and the genial president also arrived. It may be mentioned, in passing, that W. A· Lane, of Citadel Kid fame, was to have taken part in this event, but it would seem the temperature of his feet fell so low that he found it impossible to run.

There was a ball game, in which Al. Wallace (P. B. & Sons), figured prominently as the stern and unrelenting " umps."Al. stood by his decisions (right and wrong) despite all threats of mobbing, and it was a very good game even if the threats were not carried out.

Then came the "eats," where the fat men were, of course, again very much to the 'fore. Indeed we think they appeared to better advantage in this event than on the race track· Any way they seemed to enjoy it more and from all indications, they were able to more than make up for any weight lost through their athletic efforts.

There was dancing, too, at the pavilion in the park, and on the boat returning. So everyone had a chance to show what he or she could do, and if feats of skill and endurance were not one's forte, why then he displayed his nimbleness and grace in interpreting the Terpischorean art (consult the lexicon if necessary). Finally we all got home at a moderately respectable hour, happy to have met, sorry to part, and with just enough pep left to pull back the bed-clothes and crawl in.

Our congratulations to J. Curtiss, chairman, C. Seaman, secretary, J. W. Watson, treasurer, of the general committee, and all other members of committees who took part in the arrangements.

"Danger of Shoe Shortage" Say Manufacturers"

Statement issued by Shoe Manufacturers Association of Canada

"As there was a temptation when business was abnormal for merchants to buy in excess of their requirements, there is an equal danger now that they may be over-cautious and a serious shortage of boots and shoes is threatened. Those who fail to place orders reasonablyin advance of requlrements will find difficulty in getting the goods they want when they want them and willl have to substitute inferior lines. This is an opinion which is shared not only by the shoe manufacturers, but by the wholesale firms as well, and the danger referred to is being recogized now by the retail trade also. It must be remembered that, for a year or more, the production of footwear in Canada has been considerably below our normal requirements. Boots and shoes are needed; the considerable reserve stocks which were in the hands of the manufacturers and the trade a year ago now have been largely absorbed; and the manufacturers cannot supply the seasonal demands unless they are given time to do so.

"Reports from all parts of the Dominion confirm the opinion that present stocks of footwear are not only much lower than last year, but that they are very considerably below normal and that merchants are not prepared with stocks to meet even an ordinary demand. Buying has now been resumed on a much more liberal scale and it is highly significant that such buying is not confined to specialties but that staples and all lines of mens' shoes particularly are in much stronger demand than has been the case for some months. While the industry as a whole is still operating below capacity, nevertheless many of the plants are operating full time and with a complete staff, and have orders on their books which will keep them running without any reduction for three months or longer.

"As long as there were heavy surplus stocks of boots and shoes, prices were influenced largely by financial considerations other than the cost of production and, in many cases, footwear was cleared at prices far below replacement costs. But obviously this situation cannot continue indefinitely. Manufacturers cannot be expected to make goods to sell below cost. Their prices are on a production cost basis once more, and are now from 30 to 45 per cent below those which prevailed in the Spring of 1920. Indeed the reduction in manufacturers' prices of footwear has been much greater than the drop in prices of most other commodities and it represents all the saving that has taken place in the cost of production. Manufacturers cannot make boots and shoes under present conditions to sell at lower prices than those now in effect. Indeed, the prices which the shoe manufacturers have to pay for high grade leathers have advanced during recent weeks and, unless the manufacturers can find some way to offset such higher cost, prices of footwear made from these leathers also may advance. Reports received by the Shoe Manufacturers' Association of Canada indicate that the manufacturers are finding it difficult to obtain good quality leathers in calf and kid and this situation may mean a still further advance in prices.

"It is believed thaat retailers' prices fairly generally now have been reduced to a replacement basis and, as a result, shoes should now be selling at prices which represent a very substantial reduction from the prices which prevailed in the Spring of last year. The entire industry appears to be once more on a stable basis and at least a normal volume of business may confidently be expected during the Fall and Winter months.

"Much misunderstanding has arisen from the failure of the public, in criticizing the boot and shoe industry, to differentiate between the leather manufactured from cowhides, which is usually known as 'side' leather, and the finer leathers manufactured from calfskins or goatskins, the latter providing kid leathers. It is true that prices of cowhides are low, but so are the prices of footwear made from 'side' leather. Durable boots made of 'side'leather are obtainable today at most retail stores at moderate prices but that is not the grade of footwear which the public is buying. The principal demand is for boots and shoes of calf or kid leathers. There is a universal shortage of goat skins. all of which have to be imported, and quotations on kid leathers still are from 100 to 200 per cent higher than they were in 1915. High grade calf leathers also cost much more than before the war and prices recently have tended upwards. Moreover, reports from the shoe manufacturing companies advise of difficulty in getting good quality calf and kid even at the higher quotations.

"The public has been told by misinformed persons that, with the present prices of hides, the manufacturers get their leather at very low prices and that the wages cost of manufacturing a pair of shoes is only a dollar or thereabouts. The Shoe Manufacturers' Association of Canada has stated that the item of wages cost runs up to $1.45 or more per pair of fine shoes, according to the pattern and style, but this by no means represents all the payments to shoe factory employes. Other payments of this character are included in such items as factory "overhead", selling costs, and general office expenses. No one pretends that shoe operators' wages are the only factor of importance in the cost of manufacturing footwear, but they are an important factor and many of the shoe factories report that their wage schedules still are at the highest peak.

"Such is the situation despite the fact that, as already stated, manufacturers' prices of boots and shoes are now from 30 to 45 per cent be'ow those which prevailed in the Spring of 1920. Not only does the reduction in the price of footwear represent all the saving that has taken place in the cost of manufacture, but also in many cases it has involved the complete disappearance of the manufacturers' profit.

"There never has been a time when profits in the shoe manufacturing industry in Canada were immoderate , for competition is intense. Since the end of the war, an average of one out of every six or seven shoe factories in the Dominion has been forced into bankruptcy, obliged to discontinue operations, or compelled to undergo financial reorganization. Surely these facts should afford convincing proof that the shoe manufacturers are not pirates, that they have 'taken their losses', and that they are dealing fairly with the trade and with the public!"

Swat the Pessimist.

Seen at The Canadian National Exhibition

Many Displays of Particular Interest to Shoe Retailers and Repair Men

When we made our trip around the Big Fair last year, one of the things that struck us most forcibly was the exhibit of the Dominion Rubber System. So successful did it prove on that occasion, that it has been repeated, and thousands of visitors have been deeply interested spectators of the various processes in the manufacture of rubber footwear and other rubber goods, as demonstrated at the firm's monster exhibit in the Industrial Building. It was one of the largest displays at the exhibition, occupying one wh ole section.

Besides this main feature. the firm also had another exhibit, in the form of a model shoe store, which was of particular interest to retail shoemen. The originality and artistic arrangement of the scheme made it quite conspicious among the surrounding displays. The store had a centre door and two windows, without glass—one having a summer trim and the other a winter trim. In the latter the floor of the window was covered with artiical snow, and in one corner was a miniature home, also snow-clad. The display consisted of the various lines of Dominion rubbers, overshoos, rubber boots, etc., suitable for winter wear, and Kosey Korner felt footwear. The background was of lattice-work interlaced with twigs of pine, which was flecked with cotton to represent snow. In the summer display were shown the Smart Step and Fleet Foot lines of canvas footwear.

In the interior, the booth was lined with show cases, containing samples of all the lines produced by the Dominion Rubber System.

In Machinery Hall "Footwear" found displays of particular interest to the shoe repair man. The United Shoe Machinery Co. was of course represented and was showing some new equipment that attracted considerable attention from visiting repairers. One feature was a finishing outfit equipped with ball bearings. This is the first time that a ball-bearing outfit has been shown in Canada, if not on the continent. It has the advantage of the maximum silence and smoothness in operation with a very considerable reduction in the required power. Less attention is also needed to lubrication. Another interesting feature was a gasoline engine of a type specially suited to the requlrements of a shoe repair shop. In numerous small towns there is no electric power available during the time, and it is for the use of the repair man in such localities that the engine is particularly designed. It is a self-contained unit, frost-proof dust-proof and guaranteed against explosion.

An aid to efficiency along another line was the Utility Outfit of eyelets—a simple box with compartments in which the various sizes of eyelets are kept separate

Mr. Oliver M. Brooks was in charge of the exhibit.

P.B. Wallace & Son had a quantity of new and interesting equipment to show us. There was the new No. 12 Landis stitcher, which is said to be the only machine on the market that channels before it stitches. This stitcher has twenty degrees of heat, which allows the maximum speed in starting up and a nice adjustment to the requirements of the job when in operation.

Then we were shown a new skiver, the "Sure-Cut," a cheaper device than the former model, from which it differs in the fact that the leather is fed to it flesh side up. There was also a combination cutter and a skiver, which was noteworthy for its compactness and convenience. Another feature of particular interest was the Progressive heel cutter, a piece of equipment particularly suited to the requirements of the large while-you-wait establishments. This machine has a cutting wheel which with surprising ease and rapidity, cuts right through nails as well as leather, and leaves a clean smooth surface, ready for the application of the new lifts.

The Progressive 11 ft. 10 in. outfit was also exhibited.

We hope no shoe retailer who visited the Fair missed seeing the Ross & Shaw exhibit. Being distinctively Canadian, it should have been of interest to every Canadian shoeman. The firm had a very attractive display of moccasins, the product of Armand Bastien, Indian Lorette, P.Q., and this picturesque and servieable type of footwear proved an object of real interest to the sight-seers. Another feature was a showing of boudoir slippers made by the Ross & Shaw Mfg. Co. These slippers are something quite new, having only been gotten out within the last few weeks. They are in combinations of patent leather, tan and grey and black and grey being prominent. They are made both with heels and without. These slippers are entirely a Canadian product, both as regards material, workmanship and design. Also of exclusive Canadian manufacture were the Lion Brand sporting boots and larrigans.

At the booth of the Anglo-Canadian Leather Company, Ltd., we saw an interesting and educative exhibit. The booth was lined with sides of leather of the company's different tannages, and in show cases in front were glass containers from the raw hide to the finshed product. There were also containers with samples of the various materials used in the tanning process. Mr. S. Lamther was in charge of the display.

When you think of " Patent," you just naturally think of " Clarke's," and when we saw patent leather on display at the Toronto Exhibition, we didn't need to look for the name on the booth. The company used it partly as a decorative material, and it is decorative—smooth, flexible, darkly-shining stuff it is, that you can roll between finger and thumb without cracking. There were other products of the Clarke plant also on display, mocassins, shoe-packs, mitts, etc., besides samples of the different raw materials from which they are manufactured. Mr. Theodore Trickey was in charge.

There's something very attractive about good leather—well-tanned, smooth-grained, long-fibred and mellow. The discriminating eye rests on it with pleasure, and sensitive fingers love the feel of it. It was its fragrance, however, that brought "Footwear" to a halt at the booth of the Breithaupt Leather Co.

at the Toronto Exhibition. Our nose was pleased and we decided we had struck the right scent. We tried the various Breithaupt tannages by the eye-nose-and-finger test, and were satisfied. The company, however, also had concrete evidence that their product stands the wear test. They had on display a pair of shoes worn by Private Harris, of Kitchener, Ont., who set out for a walk one day from the faoresaid city to Washington. He got there and back—1,500 miles—and returned with the original soles on his shoes. They were Breithaupt leather.

The Nugget Polish Company had a complete display of their well known lines of shoe polish. Conforming with the weather, they were making a feature of white shoe dressing, liquid and cake, and their exhibit was a centre of interest, particularly with the young folk who wanted to secure the souvenirs that went with every box of polish sold. Mr. Hart was in charge.

"Fit-All" Foot-Holds—the name sounds alright, doesn't it? And when we visited the Gutta Percha & Rubber booth at the Fair, a live salesman was able to convince us that the idea was alright, too. These Foot-Holds are, if our memory serves us right, the youngest members of the Gutta Percha footwear family. Other members present were rubber boots, Greyling leather tops, artics, canvas goods and a complete line-up of rubbers, which we do not need to enumerate. Maltese Cross rubber heels were of course also on the job. Just in passing, we may say for the benefit of the few who may not know—"Fit-All" Foot-Holds were so named because they are only made in three sizes, which adjust themselves to fit all sizes of women's shoes. They were in charge of Mr. W. E. Stephenson.

One of the booths that attracted us within its gates, despite the fact that it was not connected with the footwear industry, was that of the International Business Machines Company. Any merchant, or business man in any line, could scarcely have failed to be interested to note the variety of time recording clocks gotten out for varying conditions and purposes.

When a man, or a woman, is wearing a pair of dusty shoes and then he sees a pair that he can use as a mirror to straighten his tie in, he naturally begins to think about his feet and his footwear. That, no doubt was the reason the booth of Chas. Tilley and Sons was such a busy spot. The company had two displays—one of polishes, and another of shoes and leather. The latter was in charge of Mr. J. A. Creech. It consisted mainly of a showing of Nursery shoes for children and Medcalf shoes for women, artistically arranged in a pyramid display. One of the features was a new cushion-sole, comfort shoe for women, Conspicuous in the polish display was the demonstration of a new product, Tilley's Nu-Black, the water proof qualities of which were proven by dipping a shoe polished with it in a pan of water. An attractive new brown dye was also to the fore. Both of these productions are to the credit of Mr. E. Higginson, who joined the company's staff some months ago as their chemist in succesion to the late Mr. Turner.

It goes without saying that the National Cash Register Company had a display at the Exhibition. The N. C. R. is ubiquitous. Wherever you may go, you're almost bound to find some evidence that the N. C. R. has been there before you—like the explorer who thought he was the discoverer of the North Pole, and found an Irishman sitting on it. The Company had a large and interesting exhibit, including the new lower-priced receipt printing registers which have recently been designed and gotten out for the benefit of merchants in a smaller way of business.

At a conspicuous location in the Industrial Building, we happened upon the Dunlop Tire & Rubber Company's booth. "Peerless" heels formed a prominent feature of the company's display.

Making the Public Read Advertisements

One of the most novel ideas we have heard of lately for creating interest in a store's advertising was as follows:

The merchant took a telephone directory and chose from it, more or less at random, the name of a resident in his locality. He then inserted this name in his advertisement stating that if the person to whom it belonged would cut it out and bring it to the store, she would receive a prize. This he did with each advertisement he ran in the local newspapers, offering a one-pound box of candy to the ladies and a box of five cigars to the men. A typical announcement read like this: "If Mrs. Thos Johnson, 41, Niagara St., reads this advertisement, cuts it out and brings it to our store, she will receive a one pound box of candy, with our compliments." This scheme was undoubtedly effective in getting a large number of people watching his advertisement to see whether their name happened to appear.

The Foundation of the Shoe

Mr. Shoe Salesman, you who minister to the footwear needs of the public. How much do you know about the product you are selling? If a customer asked you a simple question about one of the methods of shoemaking or the manufacture of leather, or the production and use of lasts, could you answer without hesitation. You should be able to. The man who sells shoes should know all about shoes in a general way.

Here is a little information about lasts, as set forth by a live shoe salesman in the Canadian middle west, in answer to one of a series of queries in regard to shoemaking:

"Most kinds of shoes used by mankind are fashioned, and allowed to set to shape, over wooden forms called lasts. In fact lasts are indispensable in the construction of shoes. They are fashioned into shape to represent the ideal of style creation and to please the eye in the finished product. Lasts are formed and proportioned according to a measurement system that adapts them to produce a foot covering affording, to a degree, more or less pronounced, comfort, ease and elegance. Lasts are really works of art, for it demands the adept fingers of a model maker to fashion the originals. Invention, the child of necessity, has solved the problem whereby the master's model can be reproduced in absolute likeness from solid blocks of maple wood in an incredibly short space of time.

"In the making of lasts there is premilinary treatment and preparation that assures the requisite of perfect smoothness in finish of surfaces and also produces a condition of the wood which enables it to with-

stand a maximum of mechanical strain in the course of shoe construction. Skillful dry kiln treatment insures a well seasoned firmness which is essential. A treatment of petrolatum and rosin mixed with gasoline to thin it and cause greater penetration prevents all possibility of moisture absorption, which is a deterrent to the best results obtainable in the finished last."

Phillip Jacobi Organization Guests of Hurlbut Company

On Monday August 8, the Hurlbut Co. of Preston, Ont., entertained as their guests the Philip Jacobi organization, of Toronto. This get-together event was held with the object of promoting the idea of co-operation, and of creating a better mutual understanding of the problems of production and sales. At the initial conference, held in the executive offices, Mr. C. E. Hurlbut presented to each of the salesmen, on behalf of the company, handsome leather portfolios. There was also an inspection of samples and a conference on some of the new models at this juncture, after which a luncheon for the salesmen was served at the Kress House. The afternoon was spent in a tour of inspection at the factory.

A convention dinner was held in the evening at the Kress House, Mr. Jacobi, department heads and salesmen of Philip Jacobi, and department managers of the Hurlbut Co. being guests. Mr. C. E. Hurlbut presided, and after full justice had been done to an elaborate menu, spoke briefly of the progress of the company, its procedure during the months of general business readjustment and its plans and hopes for the future.

Mr. C. F. Craigie, vice-president of Dominion Advertisers, Limited, Montreal, also made an address. Each of the salesmen was presented with a portfolio showing in detail the Hurlbut campaign of advertising, and Mr. Craigie explained its purposes and helpfulness.

The Chicago Convention

The management of the N. S. R. A. convention to be held in Chicago in January state that on this occasion plans are being made along different lines than have been followed at any convention in recent years. "Business building" is the ideal for which they are working, and it is declared that, while the intention is not to hold a strictly formal business get-together, they propose making this convention more serious, more informative for the retailer, and more productive of merchandising ideas and suggestions.

It is interesting to note that the Bureau of Business Research of Harvard University has consented to send ten representatives to the convention, accompanied by Melvin T. Copeland, who will explain to the individual retailers the investigations carried on in the retail shoe trade and answer questions pertaining to the work of the Bureau in its practical application to the every day problems of a shoe store.

Oliver M. Brooks, of the United Shoe Machinery Co., is making a trip East, through to Halifax, and will visit the trade in the more important centres en route.

Have you joined the N.S.R.A. yet?

The Hurlbut Get Together

Upper row, left to right: Geo. Henry, E. G. Heise, F. Wragge, Fred Denham, John Denison, Fred Thompson, Albert Gorman, Ben Brown, H. A. Collins, Wm. Fox, Geo. Jacobi.

Bottom row, left to right: Chester F. Craigie, Fred Godfrey, G. P. Hurlbut, E. T. Jacobi, Harry Lewis, Philip Jacobi, Wm. Lang, Joseph Calvert.

Moral : Show the Goods

WHEN one of our salesmen sells a women a pair of shoes he immediately follows up the sale by exhibiting some hosiery for the customer's inspection," states a prominent shoe merchant. "This is usually done just before he takes the shoes to the counter to be wrapped. He does not ask whether she would like to see some hosiery because in nine cases out of ten she would answer 'No.' He just goes and gets it, places it next to the shoes purchased and lets her know that it is good merchandise and that the value is worth while. The customer probably was not in the market for hosiery when she first entered the store. She probably had made up her mind to go straightway to the counter of some department store for her stockings. But, on seeing right before her eyes the hose that matches her shoes, she realizes immediately that she will be saved considerable time and inconvenience and the sale is closed. This is equally true in the men's department. The average man is nearly always in need of hosiery and if it is suggested to him in the proper way, he can usually be counted on for a pair or two."

The Installation of a Small Hosiery Department

THE shoeman will undoubtedly find hosiery a profitable side line, if it is handled right," states a well-known London retailer. "After getting in touch with a reliable jobber, at first it is wise to buy sparingly and fill in your stock as need arises. From experience we have found that it is better to begin by handling only men's hosiery. To handle both men's and women's hosiery properly calls for quite an outlay of space and money. Begin with the men's hosiery, and when you have made a success of that, add the women's. A woman's stock calls for considerable more care in buying, as more variety is necessary to obtain a popular stock.

"Suitable show cases are essential in handling hosiery. Placed near the door, or in a position to command attention, the silent salesman not only informs the customer that you handle hosiery, but often invites or reminds him that a couple of pair of socks bought just now will save him a trip after them later. It is a good plan, too, to use hosiery as much as possible in your window displays. Socks must be introduced to the customer if you want them to sell. Encourage the sales' force by giving them 10 per cent. on the sale price. Perhaps you say it will eat up most of the profit giving 10 per cent., but it is the surest way to get them to suggest socks to the customer, and that spells success for your venture in hosiery.

"One other point is, do not charge too much. Remember that a moderate profit in hosiery is better than dead stock, and all such profits are, after all, extra gleanings for the shoeman.

"The following figures will give a general idea of how to stock for a start in men's lines:

Cotton hose to sell at 40 or 50 cents, costing about $3.50 a dozen.

Lisle hose to sell at 75 cents, costing $6.00 doz.

Silk hose to sell at $1.00, costing $8.50 or $9.00.

"In these three lines, the shoeman can make a fair start by stocking as follows in each line, in brown, in black and in white:

½ Dozen	.....	Size 9½
½ Dozen	.....	" 10½
1 Dozen	.....	" 11
½ Dozen	.....	" 11½

"Besides these he should have a fair quantity of black cashmere to sell at 85 cents, and of fancy silks to retail at $1.35 or $1.50, say ½ doz. size 10½ and ½ doz. size 11.

"As business grows, it will be found necessary to add a line of heather and worsted ribbed socks, according to the class of trade handled.

"A very fair assortment of men's hosiery can be put in with an investment of less than $250.00."

Hosiery Forms Increase Attractiveness of Display

IN figuring the ways and means of increasing the sale of hosiery, the show windows are of prime consideration, but since most merchants have a limited show window space, which primarily is intended to increase the sale of the main stock-shoes—and since in a 'mixed trim' there is always danger of confusion and jumble, it becomes a problem how to show a kindred line without disturbing the individuality of the principal merchandise," states a manufacturer of display fixtures.

"It is manifestly unnecessary," he continues, "to show a large variety of the hosiery—the main object to be attained is to attract the attention of the public to the hosiery department and at the same time show a few attractive styles.

"First class display men find that a few hose displayed on hosiery forms brings the best results, and that they increase the character of the display.

"The individuality is distinct and clean cut and instead of detracting, they embellish the window trim, and by showing the hose on a leg give the public an exact idea of how the article looks when it is worn, forming at the same time a human interest feature, which is always the best way of attracting attention to show windows.

Many retail merchants hesitate to add a Hosiery Department because of lack of knowledge of colors which blend properly with certain shades of shoes, but enlightment along these lines will readily be acquired with a short experience.

Up to the minute Hosiery Department in Stark's Shoe Store, Vancouver

Sport Shoes and Sport Hose

The sale of summer sport shoes offers a particularly good opportunity to the shoeman to add to his profits by the sale of hosiery to match. There are very many attractive styles in sport footwear, which just require the correct combination with hosiery to secure the complete and finished effect, which every woman who calls herself "stylish" wishes to accomplish. If the shoe merchant is going to go into the women's hosiery game in earnest, he should be sure to select lines which will combine with his various styles of sport shoes to the best advantage. There is a splendid variety of sport hose available in silk, lisle, fibre, wool and mixed fabrics, designed to suit all tastes, and judicious selection will not only result in profits from hosiery sales, but also help to make your footwear appear at its best both to your customer and her friends, and thus build up the reputation of your store.

Spiffs Make Hosiery Move Quickly

The method followed by a prominent Toronto shoe merchant in boosting the sale of hosiery is to offer the salesmen a 15 cent spiff on every pair sold. This retailer only handles men's hosiery and has only been carrying a few lines, but he states that the results obtained confirm him in the opinion that hosiery is a profitable proposition for the shoe merchant and that that department of the business is well worth developing.

An Idea for Exactly Matching Hose and Shoes

Says a manufacturer of women's high grade turn footwear: If I were a shoe merchant and were carrying, or proposing to carry, hosiery, I would confine myself to a few of the popular and staple colors, and would have the main portion of my stock in plain white silk. Then when a customer purchased a shoe in a fancy color, I would suggest to her that I could have the shoe matched exactly with hosiery for her within twenty-four hours. If she were agreeable to the suggestion, which in nine cases out of ten she would, I would then dispatch the shoes to some reliable firm of dyers with a pair of the white silke hose, and have the latter dyed to the exact shade. The dyers could then deliver both the shoes and the hosiery to the customer without returning them to the shoe store. Very excellent results could be obtained in this way. The extra cost would only be a matter of fifty cents, and the most customers would be very pleased witl the service.

Parisienne Likes "Blonde" Stockings

"Blonde" stockings, as she calls them, are very popular with the Parisienne. These are in the tan shade and sheer, and in the "best society" are seen in hand-woven varieties. With black satin slippers they form a particularly pleasing and attractive combination.

There's an old story about some families in a country neighborhood who planned to have a camp meeting in the woods. For the refreshment of thirsty palates, a large keg was provided, to which all were supposed to make contributions of wine. However, as it happened, each and every one hit upon a means of economizing which, as he thought, would not be detected by his fellows. "I'll just bring along a measure of water, instead of a measure of wine," each said to himself, "and in such a large quantity of wine, no one will ever notice the difference." So every man came along with his measure of water, inwardly congratulating himself on his own cleverness. But when he came to slake his thirst, he found that, while the plan was no doubt a cunning one, it did not work out so very well, when it was unanimously adopted.

So it is in association work. Many are ready to accept the benefits which others secure for them, but never give any of their own time or money. Like the parsimonious peasants, they bring water to the keg, and expect it to give forth wine.

The right way to handle a sale, according to the N.C.R., is as follows: (1) Collect the goods at the wrapping counter beside the register; (2) Tell the customer the price and get the money; (3) Register the sale; (4) Wrap receipt in parcel; (5) Give parcel and change to customer. This, states the N.C.R., prevents mistakes, stops losses ,and saves money.

Are Universal Repair Prices Possible?

Discussion by Mr. W. S. Pettit before the Recent Convention of Ontario Shoe Repairers

I have been asked to speak to you on "The Possibility or Impossibility of Universal Prices for Repair Work." Now this is a subject of vital interest to all of us. Prices are something in which we are all interested. Before taking up universal prices I want to say a few words about prices. The dictionary says. Price —to ask the price of; to set a price upon; an equivalent given or asked in exchange; valuation.

We set a price upon our work. Do we ask enough, or do we ask too much from our customers? Do we as a trade (and shoemaking and repairing is a trade) ask enough for our work? How many of us here can make a living and pay for some of the comforts of life in a 44-hour week? How many of you who employ help only ask 44 hours per week from your men? Very few.

Do Repairers Ask a Fair Price?

Do we ask too much for our work? We all know that in the years gone by the poor cobbler was an object of pity among men. He worked from early morning till late at night, year in and year out, and when he became an old man he often ended his days in the poor house, or among his children, or friends, and yet he was a tradesman. Why those conditions? Because of no organization or associations. Because they did not ask enough for their work. Because they cut prices. Because they did not trust each other, and did not work each for all and all for each.

Do we to-day ask enough for our work? Do we ever stop and think that when we have given 15 minutes of our time to a customer we have given them 15 minutes of our lives. Oh men, get paid for your work! Do not be afraid to set a price upon your labor! Now I want to tell you about a repair man I once met in Brantford. He had an auto and was asking the way to London. Said he was going there to a funeral and that it was the first time he had been away during working hours in over ten years. I said to him what is the difference between you and a 10-year man from Central Prison, and he said, "Well, the other fellow is through and I have got to go back."

Yes, we all go back and keep working and are thankful when we have lots to do, but I would like to see us get as much for our work as other tradesmen do. I have a few bills here that I want to read to you.

[Mr. Petit read items on bills received from a building contractor, a plumber and a garage man for repairs. It showed wages paid as follows to the various trades: Mason, $1.00 per hour; helper, 65c; cement worker, 80c; helper, 65c; garage man, $1.00; plumber, $1.20; helper, 65c.]

Now why not a bill like that to our customers. I think I could make a mint of money if I hired a stockkeeper and demanded an itemized bill, plus labor and overhead for every job. Why should we, as men, work longer hours and for less money than other trades—and we all know we do. Now let us consider the next definition.

When we ask our customer for a certain amount of money for a certain job are we giving an equivalent, are we giving value? Is the job we have done worth the money? I am sorry to say that in our line of business it very often is not. We have too many men doing, or trying to do, shoe repairing that should be digging ditches, and at present there seems to be no way of changing this condition. We have our electrical by-laws and our plumbing by-laws. We have our printers' union and our railway unions and our street railway unions. We have our dental, medical and ministerial associations. We have our wholesale and retail associations. We have a few shoe repairers' associations, but they are not big enough nor far-reaching enough to enable us to require a standard of efficiency from men before they are allowed to repair shoes. I am afraid we cannot expect to ever attain that goal, but we can improve our own work and give such value for the money that the poor mechanic will not be wanted.

Therefore, men, try to give a good job and good material. Get acquainted with your opposition and make him your neighbor for your mutual benefit. Form an association, because only through organization can results be secured. The need of unity is more than ever to be desired at the present time because conditions and prices which prevail for the next few months will possibly be the basis on which we will work in the years to come.

Universal Prices

The dictionary says "universal" means: relating to the entire universe, unlimited, general common to all in any specific group, entire, suited to all purposes and conditions.

We do not expect to have a universal price for repairing shoes all over the world, but would it not be fine if we had it all over Ontario? If the price was general and suited to all condtions and purposes, would we not have a fine trade? If the customers knew that they would have to pay as much in Woodstock as in Toronto, what a lot of arguments about prices we would escape! If the repair man in the village asked, and got, the same price as the man in the city, what a lot of worry would be lifted from our shoulders! We would not wonder what the new fellow down the street was going to ask for his work; all we would need to worry about was who could do the best job.

Let us consider the possibility. Some people say all things are possible. Then why not universal prices for shoe repairing. Let us look around a little. We find it costs 3 cents to mail a letter from Toronto to Hamilton and 3 cents from Toronto to Vancouver. We find

the railroads have a universal price per mile for carrying passengers. If these things can be run with universal prices, why not the shoe repair business?

Some fellows will say, "Why my rent is only $10 per month. In Toronto I would have to pay $70 for this shop. I can work cheaper than they can." I say how about the number of people who pass these respective places. Will the Toronto shop not have seven times as many people pass the door and possibly seven times as much work?

Then again, the man with the cheap rent has the freight and express charges to pay, which the man in the wholesale town does not. He also has the stock to carry which the man that is near to a wholesale house does not need to do. Therefore, if the Government was to issue an order next week, that the prices for shoe repairing must be universal throughout Ontario, and if they gave as good a margin of profit as they have given to other lines of business, I say we could all continue in business regardless of our locations.

Now the negative side of the question: We will not say universal prices are impossible, but we will say they are impracticable at the present time. It would not be good practice to try universal prices under present conditions.

Conditions Make Universal Prices Impracticable

Each town and city has a problem of its own and what would be good for Toronto would not do in Woodstock. You may ask why. Because of poor organization in Woodstock; because they have not worked together and they are getting 15 to 20 per cent. less for their work than is being asked in Toronto. Could they increase their prices now. Not without considerable trouble from the public. Would Toronto like to reduce their prices to Woodstock's? Not likely. Then we have the small town, a couple of thousand people and a couple of repair men; they are both busy and their prices are the same. A repair man from some of the old countries comes along and opens up. He has not been accustomed to getting such prices and he cuts them. He is a good workman and he gets the business. What are the others to do? If they are members of some association, what can the association do for them? Very little, under present conditions. Then, again, we have a man using stock XXX and another using XX and another using X. Can we ask them to all get the same price? If we do someone is going to lose—either the customer or the man who uses the XXX stock.

Most of the men I have talked to feel that universal prices are hopelessly objectionable. I find that the different professions do not try to control prices in other cities. It does not matter how strong they are, each county or city association is independent where prices are concerned. I do not say that this is the best, but it seems to be the custom and until we can have laws to govern hours, efficiency, conditions and prices, I think it would be hopelessly objectionable to expect universal prices for shoe repair work.

Simple Accounting System for the Repairer

Methods that will place the Shop on a Business Basis Explained by Mr. J. Herriot before Ontario Repairers' Convention

In order that any system of keeping accounts could be efficient, Mr. Herriot first emphasized the necessity of using businesslike methods in the care of the store, the handling of stock, etc. His remarks are summarized below.

There is no business that can be carried to a successful result unless some system of accounting is adopted. There are various systems—the larger companies using very complicated systems—but what we want to discuss is a simple method for the man running his own business, who does not want to employ a book-keeper but does want to know if he is making both ends meet and if he is keeping the balance on the right side. No man can make a success if he does not keep a record of his income and expenditure.

But, before setting down to the discussion of any system, let me impress upon you that one of the first requirements is to have a clean and tidy store—one where everything has a place and everything in its place. You will agree with me that this of itself is a help and a time-saver; to be able to lay your hand on any article just when you require it and not have to sort over a pile of articles to get the one you want. Keep all the articles of the same kind neatly piled together, whether on shelves or in a special store-room. You will find that this will enable you to take inventory quickly and correctly and will be of great assistance when the traveller calls for an order. You can tell in a glance just how your stock is and whether you need to order more. Some of you may have had the experience of buying a fresh stock of goods of which you still had a quantity on hand hidden away in some shelf or cupboard. It is a good policy to keep old stock to the front so that your stock will always be fresh and not shop-worn.

There is another point I would like to impress on all of you and that is, when a traveller calls on you for an order, insist on upon his leaving a copy of it with you so as to avoid future complications and help you to know just where you stand. The salesmen of our own concern have instructions to always follow this policy with our customers, and the repairer should see to it that he always receives these duplicate orders from every house with whom he may deal. Make sure that your order is correctly written; that the proper prices and discounts are shown and proper terms and allowances for bulk shipments, etc., are marked in. This may seem small thing, but you will allow that may difficulties arise over seemingly small matters.

Check up Shipments.

I would also urge upon you the importance of checking up shipments as soon as they are received and before you sign for them. If you sign for the delivery without examining the goods, you are laying yourself open for trouble. After an hour or so you check up and perhaps find a shortage, and then you call up your wholesaler and raise Cain generally. The sales department has to refer the matter to the factory or warehouse; the shipper as a matter of principle claims his count was correct. Then there is a good deal of letter-writting and telephoning and trouble

all round, and in the end it is only as a matter of policy that the house allows you the shortage.

Also, when receiving express or railway shipments, make sure that packages are in good condition and not damaged. If there are any signs of tampering, or if cases or carton are broken, mark the bill, "In Bad Order," so you will have a come-back if the goods are damaged.

Care should be taken in the filing of invoices, statements, etc. Some men are very negligent in this connection—they stick them in any hole or corner in a disorderly fashion. This is bad practice; they should be filed properly away where you can locate them at once when you want them. If any difference is found between an invoice and an order, make your kick right away, and it will save a lot of bother; some wait till they get their statement at the end of the month, and then it is pretty hard to adjust.

A Simple System.

Here is a very simple system of keeping books for a one-man store where it is not practicable to have a book-keeper.

First, get a rough memorandum book and divide it into four parts, to be used as follows:

(1) The materials you buy—whether for cash or credit. Enter them on the debit side, deducting allowances and cash discounts. On the credit side, enter the amounts you pay for materials purchased.

(2) How much you owe on machinery and tools—this is entered on the debit side. On the credit side you enter how much you pay each month on machinery and tools.

(3) How much you owe on store furniture, fixtures, etc.—how much you pay each month on furniture.

(4) The credit you give to customers—what you collect from these customers.

A Daily Record Necessary.

If you have not got a cash register, keep a cash slip each day, on which you will enter each sale as it is made, cash received for work already done to be treated as a cash sale. Do not forget to enter all receipts and also payments as they are made, so you can post in the evening.

Now if you are going to start using this book on the first of the month you will need to take an inventory on the last day of the previous month, of all material you have on hand. If you have put away in proper shape, you will have little difficulty in doing this neither should it take you very long. Take a list of all your stock, not forgetting the articles used for "window dressing" or show purposes. You should enter the actual net prices in all cases, or if the price has dropped, use the replacement value—you may as well take your loss at once and be done with it, for you have got to take it some time.

In your inventory of machinery and tools, you should use the present value of these articles. Take the actual cost to you at the time purchased and deduct 10½ per cent. per annum for depreciation, or 1 per cent. per month is near enough for all practical purposes.

Treat your inventory of furniture the same way as you treat your inventory of tools.

When you have gotten your inventory, you are then in a position to get at the condition of your business. I

Condition of Business. **Date_____ 19_____**

ASSETS			DEBTS		
Cash in Bank			Owe on Machinery		
Cash on Hand			" " Tools		
Fair Value on Machinery			" " Furniture		
" " " Tools			" " Materials		
" " " Furniture					
Materials on Hand (cost price)					
Accounts Due from Customers					
Finished Work (uncalled for)					
			Present Net Worth (Difference between Assets and Debts)		
Total			Total		

NOTE: After you have filled in the various items of ASSETS and DEBTS, add both columns and DEDUCT the DEBTS from the ASSETS. The difference will show your NET WORTH. Enter this amount on the line marked "Present Net Worth." Then, add the two columns and their totals must agree.

Fig. 1.---This shows present condition of business.

Simplified Accounting System for Repairers

Month _____ **19**___

Day	This column is for cash sales only. Cash received for work already done is a "Cash Sale."			Day	This column is only for expense items which are paid in cash or check, but not for material		
1	Total Cash Sales for this day				Paid for Rent for Month		
2	" " " " " "				" " Light and Power for Month		
3	" " " " " "				" " Heat for Month		
4	" " " " " "				" " Insurance (one month)		
5	" " " " " "				" " Tax or License "		
6	" " " " " "				" " Wages 1st week		
7	" " " " " "				" " " 2d week		
8	" " " " " "				" " " 3d week		
9	" " " " " "				" " " 4th week		
10	" " " " " "				" " " 5th week		
11	" " " " " "				Express or Freight		
12	" " " " " "				Postage		
13	" " " " " "				Other Expense Items on lines below		
14	" " " " " "						
15	" " " " " "						
16	" " " " " "						
17	" " " " " "						
18	" " " " " "						
19	" " " " " "						
20	" " " " " "						
21	" " " " " "						
22	" " " " " "						
23	" " " " " "						
24	" " " " " "						
25	" " " " " "						
26	" " " " " "						
27	" " " " " "						
28	" " " " " "						
29	" " " " " "				Charge off on Machinery, 1%		
30	" " " " " "				" " " Tools, 1%		
31	" " " " " "				" " " Furniture, 1%		
	This total goes in Gain or Loss column on line 2, opposite page				This total goes in Gain or Loss column on line 7, opposite page		

Fig. 2. The sheet on which you enter daily sales and monthly expenses.

Simplified Accounting System for Repairers

Month_____ 19__

NOTE: This space is intended to show the GAIN or LOSS on your month's business. Fill it out at the END of each month.

1	Material on hand (see Inventory below)			5	Material on hand 1st of this month		
2	Cash Sales { See total in first column on opposite page			6	" bought this month { See your memorandum book		
3	Credit Sales { Work done during month not paid for			7	Expense { See total in second column on opposite page		
4	Loss for this month			8	Gain for this month		
	Total				Total		

NOTE: After filling in the items on lines 1-2-3-5-6-7, add the two columns. The difference between the figures will show the GAIN or LOSS. If a loss, place the difference on line 4. If a gain, place difference on line 8. Then add both columns and they must agree.

NOTE: This space is intended to show the PRESENT NET WORTH of your business. Fill it out at the END of each month.

9	Cash in bank { Get balance from stub in check book			16	Owe on Machinery and tools		
10	" on hand			17	" " Furniture		
11	Machinery and Tools (see inventory below)			18	" " Materials		
12	Furniture (fair valuation)				(Get above amounts amounts from your memorandum book)		
13	Materials (see inventory below)						
14	Accounts due from customers { See your memorandum book			19	Present net worth		
15	Finished work uncalled for						
	Total				Total		

NOTE: Fill in the above items. Then, place the difference between the totals of each column on line 19. Then, add both columns and they must agree. Get item for line 9 from your check book. Get items for lines 14, 16, 17, 18 from your memorandum book.

NOTE: In this space take an inventory of the Materials you have on hand (cost price).

Sole Leather Blocks (cost price)	
" " Bends " "	
" " Strips " "	
Rubber Heels, Men's " "	
" " Women's "	
Upper Leather Skins " "	
" " Patches "	
Finishing Materials " "	
Nails " "	
Thread " "	
Ink " "	
Wax " "	
Sundries " "	
Place this total on line 13 above	

NOTE: This space is for inventory of your Machinery and Tools. Deduct 1% each month for wear and tear.

Stitcher (present value)	
Finisher " "	
Rollers " "	
Skivers " "	
Sole Cutters " "	
Motor " "	
Tools " "	
Sundries " "	
Total	
Deduct 1% for wear and tear	
Place this total on line 11 above	

Fig. 3. This will show profit and loss on the month's business, and also net worth each month.

have here some forms to be used for this purpose. (These forms are illustrated herewith—Fig. 1.

Now you can start with the monthly record (see Fig. 2). Your cash receipts are entered each day from the sales sheet or your cash register. On the expense side you enter the expenses as they occur. Referring to "rent," some of you live in apartments above the store but the store should bear a fair share of the rent. Light and power should be treated in the same manner, as should also heat, or fuel, insurance, etc. If you are an employer of help you will of course enter up the wages paid, but how about your own salary? Do you charge your business with a regular weekly salary? If not you should, because you can't keep fair and accurate records otherwise. Your household expenses should be kept separate and distinct from your business.

Another form, (see Fig. 3) is intended to show, at the end of the month, the gain or loss on the month's business and also your net worth at the end of the month. The two tables at the bottom of the page are for figuring inventories of materials on hand and machinery and tools.

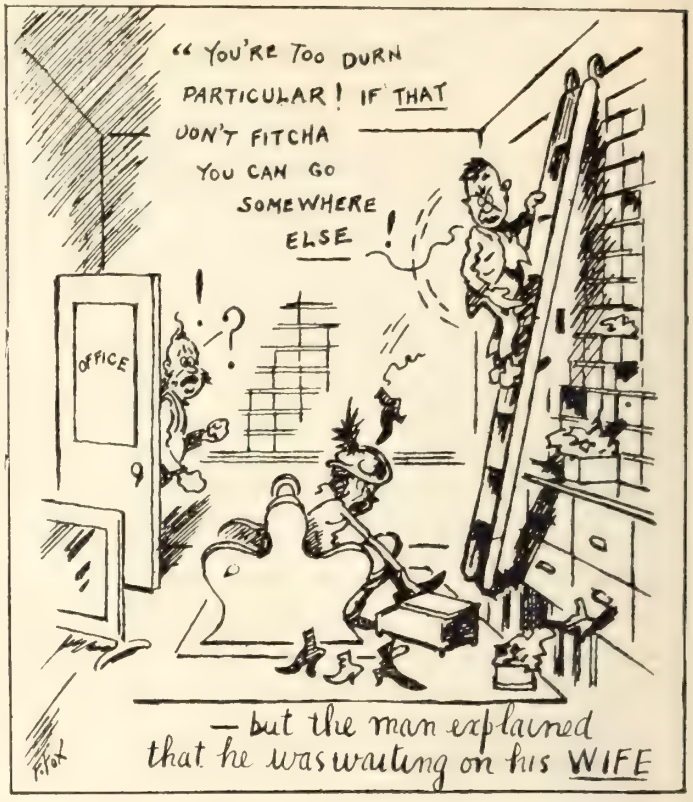
Credits.

With regard to credits, the credit situation at the present time is pretty hard to manage. Men who had good credits a year ago have not got them to-day. We try to be as fair as possible in giving you credits, and in many cases you yourself are to blame if your credit is lowered without adequate reason. In some cases it is due, perhaps, to misunderstanding. There are those who are dealing with four or five different houses and are using their credit, based on their rating, to the limit with each house. They are going to get in deep water.

At various times you are called upon by representative of various mercantile agencies who ask for information about your business. It may seem to you that it is none of their concern, but if you refuse it to them you are not going to help your credit. Another important point is the payment of your bills. The house won't bother you until it is time for net cash, but if you don't come across then, the matter goes into the hands of the credit department, and your name goes on the "overdue" list, which again doesn't help your credit. I want to say however that the repairers rank high in this connection, so as far as our experience goes, and very few of them are on the overdue list.

Regarding costs, I might just drop the suggestion that you can't get any standard prices, until you get a standard cost keeping system, and if you ever get a paid secretary fr your organization, it would seem wise to pick a man who knows accounting and can give the members advice and assistance in that connection.

The Boss rushed out to fire this Clerk



With acknowledgments to Fox

FOOTWEAR FINDINGS

Happenings in the Shoe and Leather Trade

Plamondon & Fortin Cie, Ltd.., has been incorporated, head offices at Montreal, with authorization to engage in the manufacture of footwear.

Letters patent of incorporation have recently been issued to Chas. Tilley & Son, Limited, Toronto, providing for a capital of $200,000.

R. Matchett, manager of the American Shoe Store, Vancouver, has recently been making a trip through to the east to follow up the style situation. Mr. Matchett visited Boston, New York and Toronto, buying for next year.

The employees of the Leckie Shoe Company, Vancouver, held a very successful picnic at Kitsilano Beach recently. The proceedings began about noon, and after an impromptu lunch, the sports programme was gotten under way. The first prize for ladies awarded to those amassing the greatest number of points in the contests went to Miss E. Howie, with Miss May Hedges and Miss Grace McCombie tying for the second position. Mr. Fred Digby earned the first prize offered ed for gentlemen, and Mr. W. Greaves was awarded second honours. Swimming and baseball added to the pleasure of a most enjoyable day.

Taplin Shoes, of Peterborough, Limited, has been granted Letters .Patent of incorporation, with a capital of $40,000 Head offiice at Peterboro, Ont.

Supplementary letters patent have been issued to the Blachford Shoe Mfg. Co., increasing its capital stock from $40,000 to $300,000.

In the Gavin stores in the Twin Cities, there are now four graduates of the Dr. Scholl Elementary School of Practipedists. Three of these graduates are in the Fort William store and one in the Port Arthur store. Named in order of receiving their diplomas, they are: Fred Horn, Frank Williams, Harold R. McGill, Errol R Brunton. With this aggressive quartette of wideawake shoemen and practipedists to run the

MELTONIAN
Boot Polishes
and
Creams

The
Super-Standard
of
EXCELLENCE

The Polishes That Get Hold of the Public

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The Money is in your Turnover

Rapid turnover of merchandise is the greatest factor on the success of any retail business. The line of shoes which is most in demand, sells the fastest and repeats with the customer is the one which will build most satisfactory profits for the shoe merchant. That is the reason for the success which shoe retailers are meeting with.

HURLBUT
CUSHION-SOLE
Shoes for Children

Featured by the leading shoe retailers in all parts of Canada. Highest quality shoes, nationally advertised and in increasing demand with buyers of children's shoes.

We carry in stock the complete line of Hurlbut Cushion Welts and the Hurlbut Pussy-foot shoes for babies.

Salesman or Samples on Request

PHILIP JACOBI

5 East Wellington St., Toronto

Exclusive wholesale distributor of Hurlbut Shoes.

gauntlet of, very few, in any, customers will succeed in getting away from the Gavin stores with shoes a size too small or limping with a well-developed Morton's toe case—so Fred Horn the senior salesman says, and he should know.

W. G. Fallen, of Getty & Scott, Galt, Ont., spent a very enjoyable and well-earned holiday in company with W. B. Fryer, of Scott-Chamberlain, London, Ont., at Mr. Fryer's summer home, Whalen's Landing, Georgian Bay, and reports phenomenal black bass fishing. After the supply of bass in the vicinity was completely exhausted, he joined Mrs. Fallen and family at Southampton for a few days.

J. M. Gray, formerly of Toronto Shoe Co., 150 King St., W., Toronto, has opened a boot and shoe business at 2295 Yonge St., carrying an up-to-date stock.

A modernly-equipped shoe store has been opened at 2423 Yonge St., Toronto, by A. Crysler. Mr. Crysler was formerly located at 1029 Gerrard St.

The A. Dutton Company, of Belleville, Ont., has moved its repair business to new premises on Station Street and is stocking a few lines of shoes.

Another man who has decided that the journey of life is made more smoothly in double harness is Gus Holt, one of Belleville's live shoe repairers. Mr. Holt has just recently returned from his wedding trip.

Geo Henley, shoe repairer, of Cobourg, Ont., was greeted by a number of his business acquaintances at the Toronto exhibition.

F. Eagle recently sold out his repair business in Cobourg, Ont., to W. Yeoman's, of Belleville, and moved to Toronto, where he has opened a new shop.

E. W. Curry, who was formerly in F. Eagle's repair shop in Cobourg, Ont has recently started up in the repair business for himself in that town.

John Henley has recently opened an up-to-the-minute repair shop and shoe shine parlor in Belleville, Ont., on Victoria St.

Shomberg, Ont., boasts a new and modern repair shop, which has been opened by Mr. Romlio, formerly of Calgary, Alta.

The retail footwear business has recently had a distinguished addition to its ranks in the person of Col. Anderson, of Lindsay, Ont. Col. Anderson has just lately opened up a shoe store in his home town.

J. Johnson, of Sunderland, Ont., was in Toronto during the Fair and was an interested visitor at the various displays connected with the footwear and leather industries.

Chas. Bigley, shoemaker, of Bobcaygeon, Ont., has been on a trip to the Old Land, accompanied by Mrs. Bigley.

A new and well-equipped repair shop has recently been established by Mr. Asquith on Bloor St., near Dovercourt Rd., Toronto.

The first exclusinve shoe store in Sunderland, Ont., has been opened by M. Thorburn.

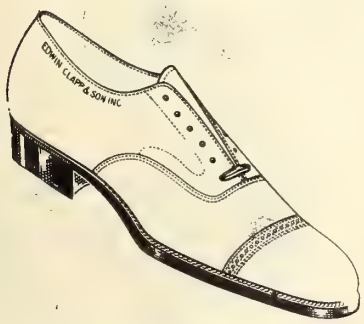
C. R. Tillbrook has esablished himself in the repair business in Belleville. His store is on Front St., West.

The Carey Shoe Co., of Hamilton, Ont., has purchased the south half of the Vicker's Block on 2nd Ave., Owen Sound, Ont., The company obtains possession on Oct. 1. and is planning extensive alterations to permit of the installation of a modern -shoe store, which it will occupy as soon as completed.

The Frederick Shoe, Limited (La Chaussure Frederick, Limitee) has been granted letters patent of incorporation, with authorization to establish and operate a factory for the production of footwear. Capital stock $49,000. Headquarters at Saint Pie-de-Bgot, in the district of Saint Hyacinthe, Que.

Henry Strow, manager of the Graef's boot and shoe store, Elora, Ont., suffered serious injuries when the local acetylene plant blew up recently.

The Edwin Clapp Shoe
East Weymouth, Mass. U.S.A.



THE COMMODORE

Result of—

The Best of All Leathers---The Most Skilled Craftsmanship --- The Experience of more than Fifty Years of Making Nothing but High Grade Shoes.

THE PRINCE

Edwin Clapp & Son Inc.
Established 1853

EAST WEYMOUTH, MASS., U.S.A.

TRED-RITE SHOES

If you wish to serve your customers well you can do so by giving them a chance to buy TRED-RITE SHOES for their boys and girls. They wear well, they fit well, they look well, and they keep the feet warm and dry in the cold, wet days of the fall.

If you have not got them in stock write us for prices and samples.

THE TRED-RITE SHOE COMPANY - Otterville, Ont.

The Globe Pillow Welt

For fit, style, comfort and quality, there is nothing like our Globe Pillow Welt Shoe. It is made on a nature last, which gives to the foot all the room needed and still is of the very best style. The Pillow Insole insures a comfort enjoyed only in a shoe made under the Pillow Welt process. The best leather that money can buy, used under the best welting process known, makes the quality unequalled.

Our Baby Walk shoes are made on the same process, but the Out Sole is soft and flexible, such as required for a Baby's foot. The Quality and Style are of the Globe Pillow Welt Standard.

Globe Shoe
Limited

Factory TERREBONNE, QUE.

MONTREAL OFFICE
J. A. Bluteau, Representative
11a St. James Street
SELLING AGENTS
L. H. Packard & Co., Ltd.
Montreal

"EUREKA"

There is Big Demand for Brogues and We Can Give Quick Delivery

We particularly emphasize our No. 8339 calf brogue oxford on Last 55 in any color. Royal Purple, Mahogany, and Nut Brown are the popular shades. Our brogues have a full middle sole and are Goodyear stitched.

Strap, Cross-Strap and Tie Pumps on our new No. 100 Last with 12/8 or 13/8 Cuban heel are big sellers.

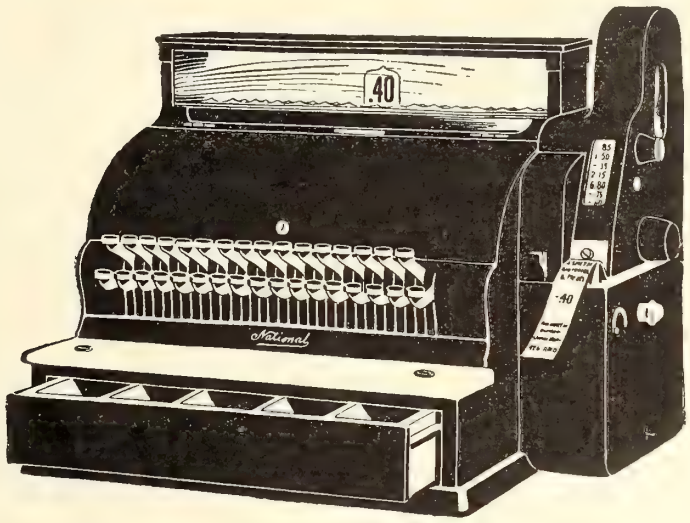
Write for samples and quotations of Growing Girls', Misses' and Children's lines.

If you demand shoes at a cheap price you can get them, but if you want quality buy EUREKA shoes.

Do not fail to write us and we will show you our samples in Montreal at any time.

Eureka Shoe Co., Limited
THREE RIVERS, QUE.

Another improvement in National Cash Registers. Low-priced receipt printer.



To all merchants:

When you press a key on this register—

(1) It shows the price of the article.

(2) It prints a record for the merchant.

(3) It prints this receipt for the customer. ⟶

(4) It opens the cash drawer.

(5) It adds up the money received for the day.

J. BLANK
214 Main Street
Blankville

-.40

Amount of Purchase Shown Above

05 SEPT 10

Copy of receipt printed for each customer

Now there is a receipt-printing National Cash Register for every line of business.

Old registers bought, sold, repaired, and exchanged.
Easy payments. Liberal allowance for old registers.

We make cash registers for every line of business

NATIONAL CASH REGISTER CO.
OF CANADA LIMITED

A. A. COTE & SON
LIMITED

Men's Boys' Youths' Little Gents' and Children's Staple McKays. Also Men's Chrome Heavy Working Shoes.

If you are looking for value get our prices now.

ST. HYACINTHE P. Q.

"The Fabric Tip— that can't come off"

YOU'LL find the Nufashond Fabric Tipped Shoe Lacers a profitable line.

Made flat, tubular and cord in all colors and in sizes to fit all shoes.

Excellent selling helps and display cards furnished.

Nufashond, Reading, Pa.

Nufashond

TRADE MARK REG. U.S. PAT. OFF.

Shoe Lacers

Ask your jobber for samples and prices.

"HUMBERSTONE"
NON-RIP SANDAL

Humberstone Sandals are built to wear. Solid leather is used throughout with extra strong stitching. They won't rip.

Recommend Humberstone Sandals for they always give satisfaction. Made in two colors—black and tan.

Humberstone Shoe Co., Ltd.
HUMBERSTONE, ONT.

JOBBERS
HOCKEY BOOTS

Our Hockey Boots have extensive sales and supply a wide demand at a reasonable price. The quality and workmanship put into their manufacture insure a first-class product on which you can realize a large and profitable turnover. Write us for samples.

J. E. SAMSON ENR
QUEBEC

"Judge It by Its Users"

New Castle Kid

BLACK — WHITE — COLORS

Send for Samples

New Castle Leather Co.

NEW YORK

Canadian Branch:—335 Craig St. West, Montreal
Factory:—Wilmington, Del., U.S.A.

H. W. UPHAM

MONCTON, N. B.

Leather and Findings

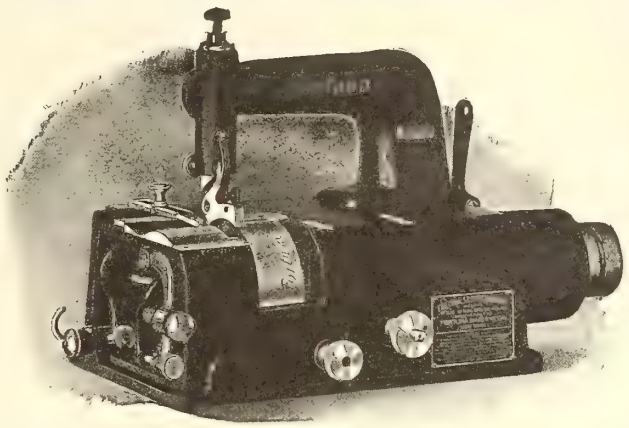
Promptness and quality is our motto.
No orders too large or too small.

We solicit a trial order.

ALL KINDS OF SHOE REPAIRING MACHINERY

Fortuna

Skiving Machine



For Manufacturers who Skive Leather, Felt, Cork, Rubber or Paper

Used extensively by Manufacturers of
SHOES, BOX TOES, TRIMMINGS, INSOLES, ANKLE SUPPORTERS, WELTING, ARCH SUPPORTERS

Sole Agents for Canada

Fortuna Machine Co.

147-153 Waverly Place - NEW YORK

Hector Footwear Much Admired By Well Dressed Women

The new lines for Fall are especially captivating and no live merchant should overlook their possibilities.

Get in touch with your jobber for samples or write us direct.

We also specialize in Misses' and Children's McKays.

Hector Shoe Co. - Montreal

331 Demontigny St. East,

S. Desrochers — F. X. Leblanc

The Lincoln Paper Mills
Company, Limited

can supply
your requirements
in

GLASSINE

Super-Glazed Kraft
for Interlay

Wrapping Paper

The above are thoroughly Canadian-made products of the highest quality and at the attractive prices quoted, should appeal to every Canadian shoe manufacturer.

Will you get in touch with us ?

LINCOLN PAPER MILLS CO., LTD
MERRITTON ONTARIO
Branch — 112 Bay St., Toronto.

RESULTS!

The methods at the command of the shoe retailer for procuring a thoroughly reliable mailing list are often expensive and uncertain

For instance, the dead letter matter encountered when lists have been compiled from telephone and city directories or voters' lists would sometimes pay for one-third of the advertising.

The best way is to send direct to us. We have the most up-to-date mailing lists on the market. They are revised annually and have proved 98 per cent correct.

Prices are surprisingly low when comparing the cost of direct advertising and results with other advertising.

No extra office staff required, your printing, addressing and mailing handled at very small cost.

Let us send full particulars.

PROCTOR & PROCTOR
Aurora, Ontario.

Fred. F. Dufton
LEATHER

50 Foundry Street South
Kitchener — Ontario

SHEEPSKINS
Representing : Clarke & Clarke, Ltd., Toronto

GLAZED KID
Representing : The Bonner Leather Co., Montreal

CALF AND SIDE LEATHER
Representing : C. Galibert & Son Co., Montreal

GLAZED HORSE
Representing : Lucien Borne, Quebec

GOODYEAR WELTING AND MENNONITE
Representing : Wickett & Craig, Ltd., Toronto

CUT SOLES
Repres'ng : The Provincial Cut Sole Co. Kitchener

Stock of above well known lines always on hand. Call and inspect them.

We Can Save Money for You on Your Shipping & Packing

H & D Solid Fibre Board Boxes

1.—They protect your shipment against loss from dampness and water.
2.—They are extremely light, which means low freight charges.
3.—They cannot be opened without breaking the seal.
4.—They save time in packing.
5.—They save storage space.
6.—They have strong advertising value.
7.—They can be made to your specifications.
8.—Their first cost is lower than wood.

Our booklet "How to Pack It" explains all—write for it.

The Hinde & Dauch Paper Co.
of Canada Limited
TORONTO ONTARIO

The Best and Most Durable Shoe Laces Are Made With Our

Power Shoe Lace Tipping Machines

Textile and Special Machinery
Harris-Corliss Steam Engines

Send for Catalogue

The Franklin Machine Company
Engineers Founders Machinists
189 Charles Street, Providence, R.I.

The Greatest Dancers of the Day insist on wearing Arthur Franks' Ballet Shoes No other shoes afford the same amount of comfort and support.

BALLET SHOES

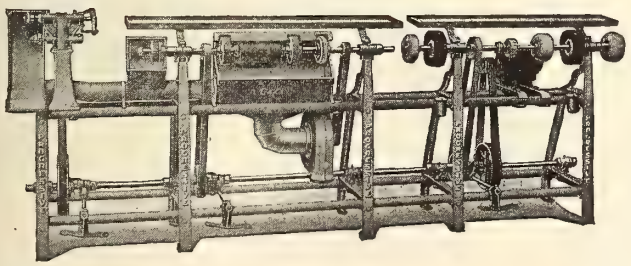
by Arthur Franks are supplied to Mesdames Pavlova, Kaisavina and Vera Karalli, and Messieurs Novikoff, Volinini, Adolph Bolm, etc.

Arthur Franks

3 Cotton Street, Australian Avenue,
London, E.C. 1, England.

Concentrate on Progressive!

"It Pays"



Trying to operate a profit paying repair shop with half a dozen machines of as many different makes is just like trying to assemble an automobile from a Ford Chassis, a Buick Body, and a Packard Twin Six Engine.

In the building of an automobile, each part must fit in with the next one, and all of them must follow a plan or design worked out by competent engineers.

In equipping a Shoe Repair Shop, or in adding to original equipment, it is best to follow the same practise and let all your machines and tools be of some one, dependable make, rather than a haphazard variety which "don't fit."

And in selecting that one dependable make of equipment that will pay the biggest profits in your shop, it is best to be guided by the company with the most experience in solving shoe repairmen's problems.

Progressive Products, comprising as they do the most comprehensive line of Shoe Repair Shop equipment made to-day, are logically the products on which you can most profitably concentrate your purchases.

Progressive Shoe Machinery Co., Minneapolis, Minn., U.S.A.

High Grade Staple & McKay Shoes

Fall and winter essentially calls for sturdy shoes. Everyone needs them.

Every dealer should have them. Not a few broken sizes, but a complete range ready to gather in sale.

HYDRO CITY SHOES are the ones to handle. They have gained a reputation from coast to coast with their business getting qualities.

Travellers now in their respective territories.

Hydro City Shoe Mfrs.
Limited
Kitchener - Ontario

"The tide has turned"

The buyers' strike is over

—but the public have developed surprising astuteness for getting their money's worth in shoes.

Your jobber will tell you that the Sisman "Best Everyday Shoe" is sound value and unvarying quality in the whole line.

Sisman Shoes are supplied to dealers who are building business upon a firm basis.

All the best jobbers handle them.

THE T. SISMAN SHOE CO., Limited
AURORA, - ONTARIO

"La Duchesse" McKays for Women Turn Slippers for Men

Get in touch with your jobber early and let him show you the splendid "La Duchesse" models he has waiting for you. In a variety of leathers, lasts and patterns, and radiating good workmanship and unusual value.

Jobbers Only

"La Duchesse" Shoe Co.

Registered

MONTREAL

The Peterboro Shoe

For MEN, BOYS, YOUTHS and LITTLE GENTS

A staple line of Footwear, prominently known for its superior workmanship, first grade materials, smartness and comfort. A Line you can stock with assurance. Write us to-day.

B. F. Ackerman, Son & Co., Limited

PETERBORO, Ont. Western Branch, REGINA, Sask

MAKERS OF THE "PETERBORO" SHOE

H. O. McDOWELL — H. N. LINCOLN

International Supply Co.

The Largest Shoe Factory Supply House in Canada

IMPORTERS — JOBBERS

Shoe Machinery, Findings and Factory Supplies

We are Exclusive Canadian Agents for the following well-known houses: —

American Lacing Hook Co., Waltham, Mass.
Lacing Hooks and Hook Setting Machines.
Armour Sand Paper Works, Chicago, Ill.
Crystolon Paper and Cloth for Buffing and Scouring.
Boston Leather Stain Co., Boston, Mass.
Inks, Stains, Waxes, etc. Cyclone Bleach.
The Ceroxylon Co., Boston, Mass.
Ceroxylon, the Perfect Liquid Wax.
Cincinnati Cutting Die Co., Cincinnati, Ohio.
Quality Breasting Knives.
The Louis G. Freeman Co., Cincinnati, O.
Shoe machinery.
E L. Glennon Machine Co., Lynn, Mass.
Perforating Tubes.
Hazen, Brown Co., Brockton, Mass.
Waterproof Box Toe Gum, Rubber Cement.
Markhem Machine Co., Boston, Mass.
Marking and Embossing Machines, Compounds, Inks, etc.
M. H. Merriam & Co., Boston, Mass.
Binding, Staying, etc.
Puritan Mfg. Co., Boston, Mass.
Wax Thread Sewing Machines,
Poole Process for Goodyear Insoles.
Safety Utility Economy Co., Boston, Mass.
Electric Heating Equipment.
The S. M. Supplies Co.
Factory Supplies, Needles, etc.
J. Spaulding & Sons Co., N. Rochester, N.H
Guaranteed Fibre Counters, Fibre Innersoling.
The Textile Mfg. Co., Toronto, Ont.
Shoe Laces.
United Stay Co., Cambridge, Mass.
Leather and Imitation Leather Facing, Welting, etc.

We carry three large stocks in order that we may serve you promptly.
You will do well to avail yourself of these stocks.

Quality Goods — ***Right Prices***

INTERNATIONAL SUPPLY CO. · SERVES YOU RIGHT · MONTREAL · KITCHENER · QUEBEC

Main Office—154 Notre Dame Street West, Montreal

Branches:—37 Foundry Street S., KITCHENER — 566 St. Valier Street, QUEBEC

All Canvas and Felt and Canvas Combination Innersoling

FOR McKAYS

The stitches sink completely below the surface in this material and there are no uncomfortable, humpy places. It's the ideal innersole for McKay work at a low cost.

Every inch is usable—practically no waste in cutting. Let us send samples for proof

THE LANDERS BROS. CO.
TOLEDO, OHIO

KELLEY KID

LEADS THEM ALL
in Uniformity,
Fine Texture, Wearing Qualities and Finish

In our West Lynn Factory during 310 working days, the average daily output has been 800 dozen finished skins, or an equivalent of 9,600 skins per day. This represents 60,000 feet of leather turned out each day, or 18,600,000 square feet of leather in one year. This amount provides over 6,200,000 people once a year with one pair of shoes—a large army!

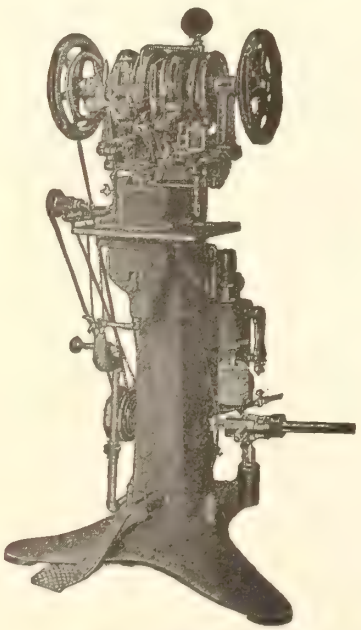
Sold in All Foreign Countries

Thomas A. Kelley & Co.

Tannery and Main Office, LYNN, MASS.

Selling Agents:
ROUSMANIERE, WILLIAMS & CO.
87-93 Lincoln St., BOSTON, MASS.

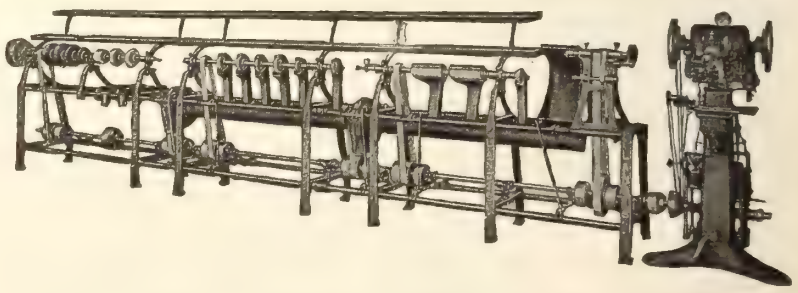
Landis Outfits are Money-Makers



Landis No. 12 Shoe Stitcher.

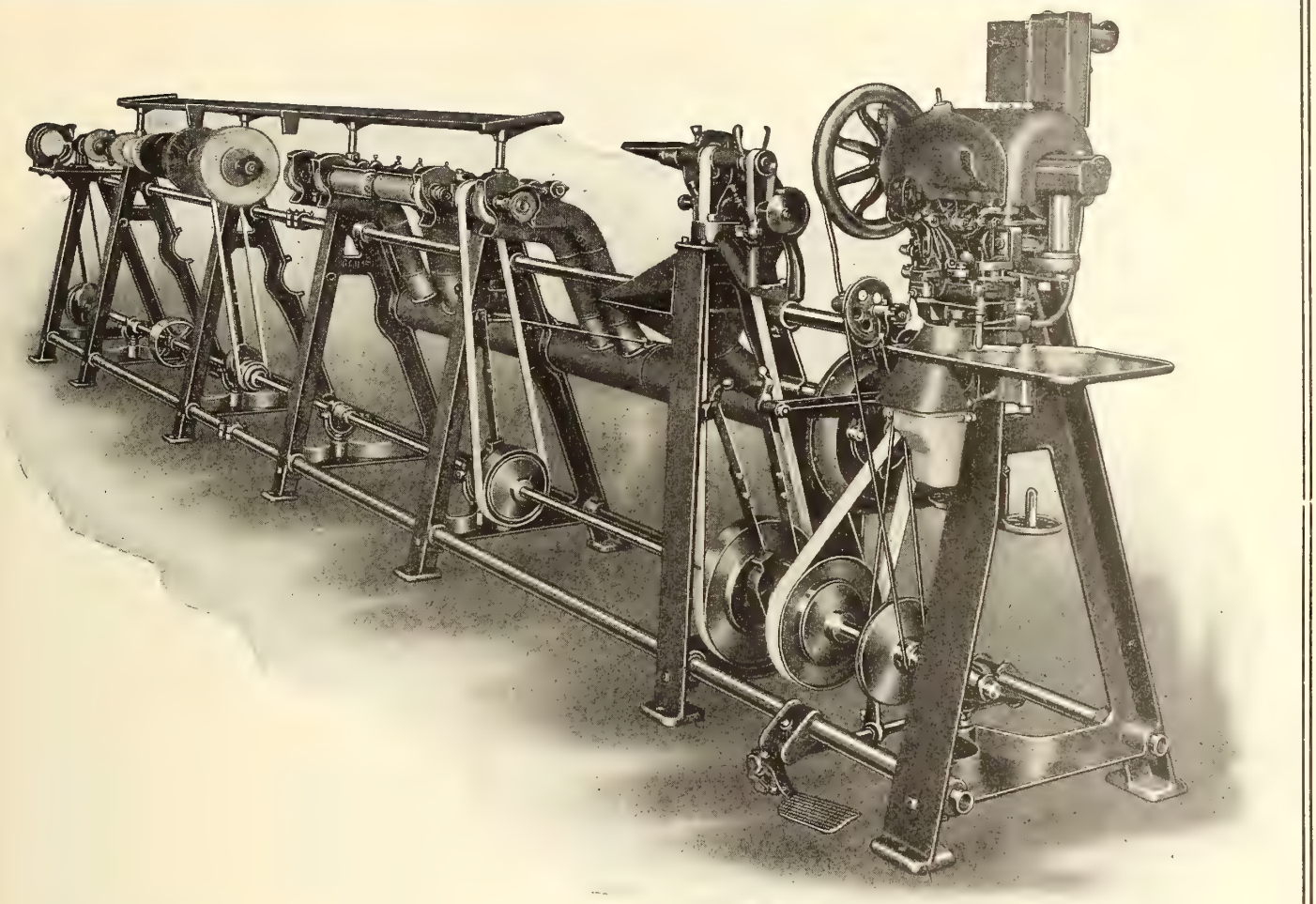
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms are easy.

We have many models of stitchers and finishers. Write for complete catalogue with prices and terms.



Don't Fail to See Our Exhibit at the Canadian National Exhibition, Toronto

Landis Machine Co., 1515 N. 25th St., St. Louis, U.S.A.



It's No Longer a Question
of Can You Afford a
GOODYEAR
SHOE REPAIR OUTFIT?

BUT

Can You Afford to Do Without It?

We have made it possible for every Shoe Repairer to install one of these GOODYEAR Shoe Repair Outfits on very easy terms. Simply drop us a line and we will tell you why you cannot afford to delay installing a Shoe Repair Outfit.

United Shoe Mach'y Co. of Canada, Ltd.
MONTREAL

Toronto **Kitchener** **Quebec**

WE CAN HANDLE

RUSH ORDERS

FOR

CUTTING DIES

USMC

CUTTING DIES

ARE GUARANTEED DIES

The most Up-to-Date Plant in Canada and expert die makers insure
High Grade work and Expeditious Service,
NO DIE TOO LARGE OR TOO SMALL FOR US TO MANUFACTURE.

All Estimate Work Free. *A Trial Order Will Convince.*

United Shoe Machinery Co. of Canada, Limited

Montreal

TORONTO
90 Adelaide Street West

QUEBEC
28 Demers Street

KITCHENER
179 King Street West

Reputation and Character

The high character of

Maltese Cross Rubbers

and

Outing Brand Footwear

has given this line its envied reputation. For twenty-five years we have held up **QUALITY** as the big thing before the eyes of our workers, and **QUALITY** never had a truer meaning than when applied to

Maltese Cross Rubbers

and

Outing Brand Footwear

Dealers who sell Maltese Cross lines always have satisfied Customers.

Write for prices and terms.

Gutta Percha & Rubber, Limited

Head Office and Factory, Toronto

Branches in leading cities of Canada.

"LA-RITA"

A New Number in this Popular Line

"Young Misses"

"La-Rita" Babies', Infants', and children's high grade stitchdowns have long been a popular line with the trade. Because of their popularity we have addee a new number "Young Misses" stitchdowns which are of the same high quality.

Write us for particulars.

The Rita Shoe Co.

Limited

St. Hyacinthe Que.

Edwards & Edwards

LIMITED

TANNERS OF

SHEEPSKINS

FOR

Shoes, Gloves, Saddlery
Upholstering
Bags and Suit Cases
Bookbinding
Fancy and Novelty Goods
Skivers
Embossed Leathers
Etc., Etc.

Edwards & Edwards Limited

Head Office and Sale Rooms
27 Front E. Toronto

Tanneries
Woodbridge, Ont.

Quebec and Maritime Provinces Represented by
JOHN McENTYRE LTD. 28 St. Alexander St. MONTREAL, QUE.

DON'T TAKE CHANCES!

Be sure of the quality, the size and the strength of the threads you use by specifying

Barbour's *Dependable Quality* Linen Threads

You can pay less; but you'd better not; good THREADS are cheaper; it's in the QUALITY—not in the PRICE.

For

Lockstitch	**Welt**
McKay	**Turns**

Threads for all type machines.

Good Stocks Carried at

Toronto MONTREAL Quebec

FRANK & BRYCE, LIMITED

Stamped with Approval

Four million workers, representing a tremendous buying power, are affiliated with the American Federation of Labor. They are pledged to give preference, when buying, to merchandise bearing the Union Label.

Shoes are bought only after close inspection, and the label of the Boot and Shoe Workers' Union in a conspicuous place on a shoe, influences many a man and woman to buy that shoe.

Gain the reputation of selling footwear with the label which represents these four million buyers and your balance sheet figures will not worry you.

Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

246 Summer Street **Boston, Mass.**

COLLIS LOVELY, Gen'l President — CHAS. L. BAINE, Gen'l Sec'y-Treas.

1921

1922

The Coming Season Will Experience a Strong Demand for Patents

This is the opinion held by many prominent shoemen who attended the Convention. If this is true - and there is every indication of its being so - the alert manufacturer will immediately see that his trade is adequately supplied.

Of course, the Patent Leather used must be of the finest to ensure complete success --- which in other words mean: CLARKE'S

There is no better time than now to write for samples and prices.

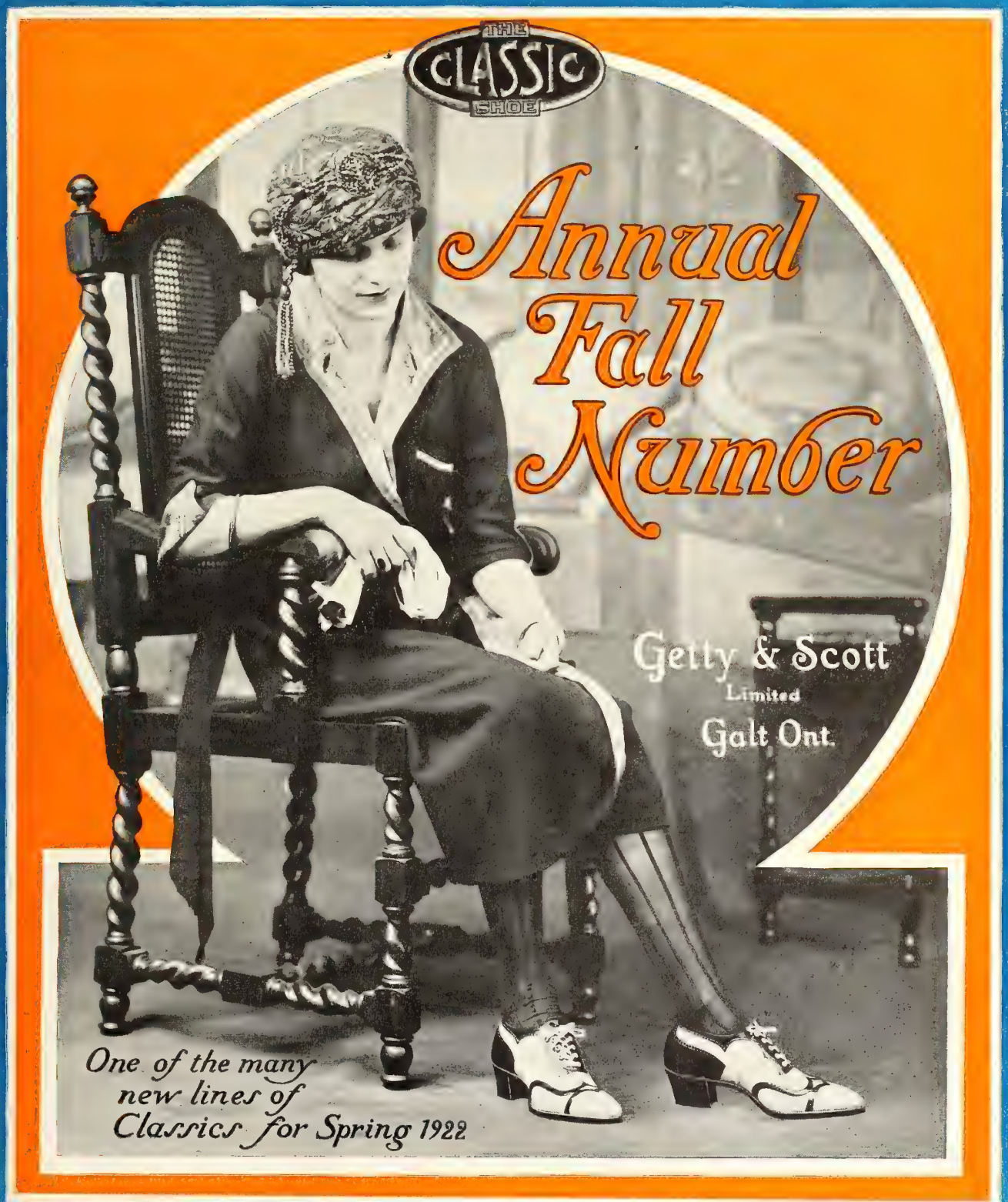
A. R. CLARKE & CO., LTD.

MONTREAL TORONTO QUEBEC

CLARKE'S

Vol XI.—No. 10 Toronto, October, 1921

Footwear in Canada



PANCO

A new product entirely different from anything else now on the market. Note its features: Guaranteed to outlast leather two-to-one, absolutely waterproof, non-conductor, relieves calloused feet. Worn by everybody—men, women, children, for every-day wear, also for golfing, hiking, etc.

Panco Sta-Tite Heels Need No Cement

That it is proving immensely popular with both repairmen and the public is shown by the hundreds of unsolicited testimonials we have received. Undoubtedly it is making for better business wherever used.

A Boon to Letter Carriers, Policemen, Firemen, Milkmen, Conductors, Railroad Men and all Outdoor Workers.

Panco Soles will not break away or split in the stitches. The patented reinforced fabric insertion prevents sole pulling over the nails at the shank. No skiving of shank is necessary. Made in both black and tan.

PANTHER RUBBER CO., LIMITED

General Offices and Factory:

SHERBROOKE : : : QUEBEC

FLEET FOOT

To the Shoe Trade:--

On the following pages are offered a few Fleet Foot suggestions for 1922. They merit the thoughtful attention of every shoe dealer, because :—

1. Fleet Foot is the most complete line of rubber-soled fabric footwear offered the trade in Canada.
2. Fleet Foot is the only NATIONALLY ADVERTISED line of summer footwear in Canada.
3. Fleet Foot is recognized all over Canada as a summer need and as giving, in wear and service, the HIGHEST VALUE PER DOLLAR spent for summer footwear.
4. When your customers come to buy rubber-soled fabric shoes they invariably ask for Fleet Foot.
5. Fleet Foot is a money-maker during summer months for the shoe dealer who is farseeing enough to put into stock a REPRESENTATIVE ASSORTMENT.

These few suggestions are worthy representatives of a line that embraces over ninety distinct styles for men, women and children who recognize that Fleet Foot is a genuine summer economy.

Fleet Foot salesmen will tell the trade the particular styles that are to be nationally advertised. It will pay the trade to order liberally of such lines and so get the benefit of this national advertising.

A Fleet Foot salesman will see you shortly and it will pay big to see what he has to offer before placing your order.

DOMINION RUBBER SYSTEM LIMITED

HEAD OFFICE - MONTREAL

Service Branches at

ST. JOHN, N.B.
Halifax, N.S.

MONTREAL, QUE.
Quebec, Que.
Ottawa, Ont.

TORONTO, ONT.
Belleville, Ont.
Hamilton, Ont.
Brantford, Ont.
London, Ont.
Windsor, Ont.
Kitchener, Ont.
North Bay, Ont.
Fort William, Ont.

WINNIPEG, MAN.
Brandon, Man.

REGINA, SASK.
Saskatoon, Sask.

CALGARY, ALTA.
Lethbridge, Alta.
Edmonton, Alta.

VANCOUVER, B.C.
Victoria, B.C.

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION RUBBER SYSTEM
AND ASSOCIATED COMPANIES

FLEET FOOT

ATHLETE

A popular, low-priced shoe for general every-day wear

Made in white, tan or blue-black duck.

—Heavy black honeycomb sole.

Inside toe-cap and rubber toe-tip to give strength where wear is greatest.

—Balmorals and Oxfords, Blucher cut.

All sizes for Men, Boys, Youths, Women, Misses and Children

Buy a representative assortment of Fleet Foot for 1922 and watch results

DOMINION RUBBER SYSTEM LIMITED

HEAD OFFICE - MONTREAL

Service Branches at

ST. JOHN, N.B.
Halifax, N.S.
MONTREAL, QUE.
Quebec, Que.
Ottawa, Ont.
TORONTO, ONT.
Belleville, Ont.
Hamilton, Ont.
Brantford, Ont.
London, Ont.
Windsor, Ont.
Kitchener, Ont.
North Bay, Ont.
Fort William, Ont.
WINNIPEG, MAN.
Brandoa, Man.
REGINA, SASK.
Saskatoon, Sask.
CALGARY, ALTA.
Lethbridge, Alta.
Edmonton, Alta.
VANCOUVER, B.C.
Victoria, B.C.

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION RUBBER SYSTEM
AND ASSOCIATED COMPANIES

FLEET FOOT

ROVER

ROVER

A sturdy hard-wearing tan duck shoe with a heavy red rubber sole. Reinforced with inside toe-cap and rubber toe-tip. Balmorals and Oxfords.

All sizes for Men, Boys, Youths and Children.

STANTON

STANTON

A tan duck Balmoral with a heavy smooth red sole and heel.

Red rubber toe-cap.

Leather re-inforced instep and ankle.

All sizes for Men, Boys, and Youths.

Buy a representative assortment of Fleet Foot for 1922 and watch results

DOMINION RUBBER SYSTEM LIMITED

HEAD OFFICE - MONTREAL

Service Branches at

ST. JOHN, N.B.
Halifax, N.S.

MONTREAL, QUE.
Quebec, Que.
Ottawa, Ont.

TORONTO, ONT.
Belleville, Ont.
Hamilton, Ont.
Brantford, Ont.
London, Ont.
Windsor, Ont.
Kitchener, Ont.
North Bay, Ont.
Fort William, Ont.

WINNIPEG, MAN.
Brandon, Man.

REGINA, SASK.
Saskatoon, Sask.

CALGARY, ALTA.
Lethbridge, Alta.
Edmonton, Alta.

VANCOUVER, B.C.
Victoria, B.C.

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION RUBBER SYSTEM
AND ASSOCIATED COMPANIES

FLEET FOOT

WOMEN'S SPECIALTIES

SONIA

White fabric, two-strap slipper, sport style, with black leather trimmings, white rubber sole, imitation welt, low solid heel. Women's sizes.

DELTRY

One-strap, two-button, white fabric slipper, imitation welt, 12-8 Cuban heel, rubber heel tip. Women's sizes.

DORCAS

A new sport shoe in white duck with black leather trimmings and toe-cap. White rubber sole, imitation welt, low rubber heel. Women's sizes.

The fine white specialties in Fleet Foot for women are made with double linings at heel and toe to prevent wrinkling.

Buy a representative assortment of Fleet Foot for 1922 and watch results

DOMINION RUBBER SYSTEM LIMITED

HEAD OFFICE - MONTREAL

Service Branches at

ST. JOHN, N.B.
Halifax, N.S.

MONTREAL, QUE.
Quebec, Que.
Ottawa, Ont.

TORONTO, ONT.
Belleville, Ont.
Hamilton, Ont.
Brantford, Ont.
London, Ont.
Windsor, Ont.
Kitchener, Ont.
North Bay, Ont.
Fort William, Ont.

WINNIPEG, MAN.
Brandon, Man.

REGINA, SASK.
Saskatoon, Sask.

CALGARY, ALTA.
Lethbridge, Alta.
Edmonton, Alta.

VANCOUVER, B.C.
Victoria, B.C.

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION RUBBER SYSTEM
AND ASSOCIATED COMPANIES

EUREKA

Woman's Two Button One-Strap Pump 14/8
Baby Louis Heel or Cuban Heel.

The Spring Range is More Attractive than ever Before

Style, fit, materials, workmanship—all have been combined in a way that makes the most attractive footwear imaginable. With such a range of shoes the success of your Spring season would be assured.

As in the past, Eureka Shoes have been made up to a standard not down to a price, yet present-day quotations are much lower than many other lines of inferior quality.

Write to us for samples and prices of our complete range of Women's, growing Girls', Misses' and Girls'.

EUREKA SHOE COMPANY LIMITED

Three Rivers — — Quebec

THE
NEWPORT
SHOE
CO. LIMITED

TORONTO,
ONTARIO

HAND MADE
TURNS

INDIVIDUALITY is an attribute of character in shoes as in all else.

The character that creates individuality in these "NEWPORT" models is moulded in a determination to give the public what they want in a shoe which has inherent good style combined with the principles of better shoemaking.

The Edicts of Style

Myles

Myles Shoe Company
Limited
Toronto Canada

Makers of High Grade Turns and Welts - - - -

The modern factory where Vulco-Unit Box Toes are produced.

The Vulco-Unit Box Toe preserves the shape of the toe, gives greater comfort to the wearer, is waterproof and perspiration proof, and gives longer life to the shoe itself.

Samples are gladly forwarded on request.

Beckwith Box Toe Limited

The Beauty of the Toe

Keep it there with the genuine

VULCO-UNIT BOX TOE

Sherbrooke, Quebec

The Kind of Shoe You Would Like Your Own Boy to Wear

Tred Rite Shoes
Real Goodyear Welts
Easy Fitting and Comfortable
Durability Built Right in Them

Regular Lines in Stock
In Price They are Right
They are sure Repeaters
Every Pair a Trade Getter

Skuffer Welts Too
Have Hard Wear Built in
Oak Soles All Through
Easily the Best
Send for Quotations

Our Growing Girls

in Brown and Black Calf Goodyear Welts only, sizes 2 1-2 to 7 are double barrel repeaters.

Ask us for samples or a salesman.

The Tred-Rite Shoe Company, Ltd.
Otterville, Ontario

Reach these Children with Adams Shoes

To-day's Children are to-morrow's Men and Women—pleasing them now is the sure method of building future trade

The shoe must be made of first-class materials and the workmanship both inside and out of unquestionable merit.

The style, too, should be neat and graceful yet designed so the foot may grow as Nature intended.

These essentials we have developed in the Adams lines.

Do not fail to look them over when our traveller calls.

For next Spring and Summer they are wonderfully attractive and would, we believe, meet with your approval.

Misses', Childrens', Infants', Youths' and Little Gents'.

The Adams Shoe Company, Limited

Toronto

The New "Regal" Ball Strap

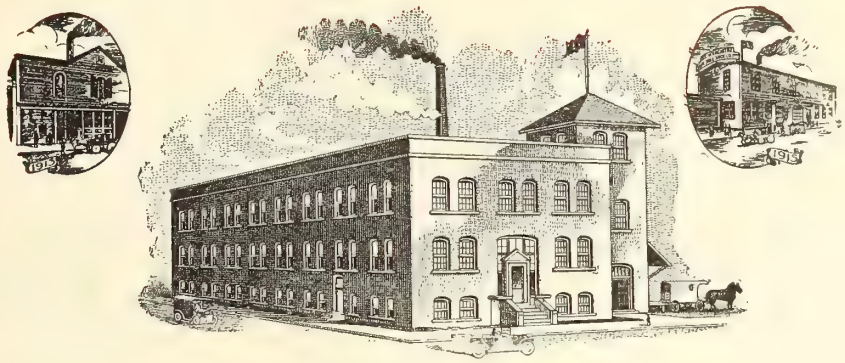
AN atmosphere of style and elegance is created by this shoe. Not in *all* footwear, nor in all *good* shoes is this distinctiveness found. They must be backed by a manufacturing knowledge born of long experience and constant effort. The mind of the maker must show in his product.

We present this New Regal Ball Strap with confidence that the character of the product will be a powerful factor in its sales promotion.

Manufactured Under Licence.

THE CORSON SHOE MFG. CO., Ltd.

100 STERLING RD., TORONTO



Profit Producers

Getting down to brass tacks, that is what every merchant wants — profit producers. Shoes with the qualities that soon find themselves on the feet of satisfied customers. Shoes that will build up business and a reputation for the store in which they are sold.

An inspection of the various lines we are offering for Fall and Winter will convince the most sceptical that the A. A. Cote & Son Limited range is of that class. We strongly advise early placing, knowing they will please you in every way.

Send now for samples.

A. A. COTE & SON Limited

St. Hyacinthe, Que.

Dufresne and Locke selling shoes to jobbers all over Canada offer exceedingly interesting value to the trade.

Women's white canvas McKay. One strap and two buttons.

NEWEST IN STYLE

Jobbers all over Canada hailed the new Dufresne & Locke samples with positive joy. They saw in them, as you too will see, an opportunity for better business such as comes only once in a great while.

Here is why.

We have introduced several new lasts. We have gone the limit in evolving new style touches, new patterns and new materials.

Over all this predominates that prime essential—good taste.

DUFRESNE &

MONTREAL

Men's Romeos. All kinds of men's slippers. Turns. Special lines of Romeo and Everett slippers. McKay

HIGHEST IN VALUE

The coming season bids fair to develop into a great struggle among the few manufacturers responsible for shoe styles in Canada.

Judging from the Dufresne & Locke samples now in the hands of the leading jobbers this firm will take second place to none.

Value and style have been so successfully combined as to make "better business" a very real thing.

Welt, McKay or Turn, you will find nothing better—as your jobber will be glad to assure you.

LOCKE, Limited

QUEBEC

A. E. MAROIS, Pres.

ALFRED MAROIS, B.Sc.A., C.E., Vice-Pres.

Manufacturers of a complete line of Men's, Women's, Boys', Misses', Youths' and Children's, Goodyear Welts, McKays and Standard Screws. First-class workmanship, attractive styles and splendid values make them well worth the consideration of any progressive retailer. These Shoes may be obtained of all the leading jobbers in Canada.

Our capacity of 5000 pairs a day enables us to guarantee prompt delivery.

A. E. MAROIS LIMITED

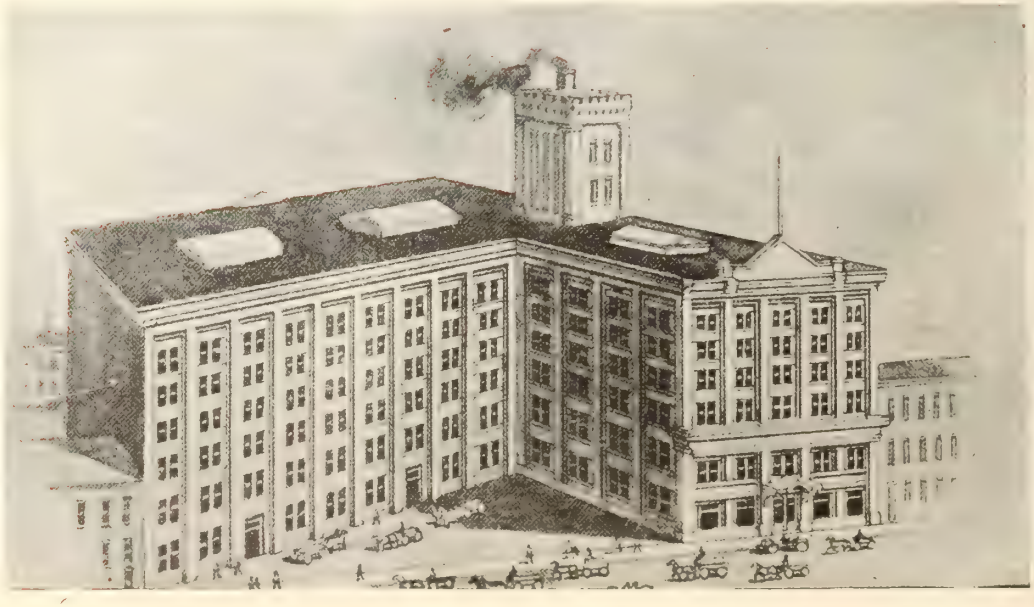
Awarded Gold Medal at Quebec Provincial Exhibition, 1921.

Office - 559 to 565 St. Valier St. Factory - 10 to 20 Arago Street

Montreal Sample Room
Shaughnessy Building
137 McGill Street

Winnipeg Representative
W. A. LAW.
103 Princess Street

Toronto Representative
H. F. RINGLAND,
Room 29, Queen City
Chambers, 32 Church St.



The Independent Rubber Co.

Limited

of MERRITTON, ONTARIO

ESTABLISH OFFICE AND WAREHOUSE IN WINNIPEG

The popularity of the "Independent" line throughout the West demands increased facilities to supply our many customers and keep Independent Service ever unequalled.

Let us handle your late needs in Winter goods. We can guarantee service. Let us have your

SORTING ORDERS NOW

Never has a more comprehensive array of White goods been put on the market than the new Speed King line. Do not fail to see them before placing. They simply mean better merchandising and bigger business.

SPRING and SUMMER 1922

SAMPLES NOW SHOWING

INDEPENDENT WHOLESALERS

Amherst Boot & Shoe Co., Limited.....Halifax, N.S.
Amherst Boot & Shoe Co., Limited...Amherst, N.S.
Brown, Rochette, Limited.....Quebec, Que.
James Robinson Co., Limited.....Montreal, Que.
Locke Footwear Co., Limited.....Montreal, Que.
J. A. McLaren Co., Limited.....Toronto, Ont.
White Shoe Co., Limited.....Toronto, Ont.
C. Weaver.....Trenton, Ont.
The London Shoe Co., Limited.....London, Ont.
T. Long & Brother, Limited.....Collingwood, Ont.
The J. Leckie Co., Limited.....Vancouver, B.C.
Dowers, Limited.....Edmonton, Alta.
Amherst Central Shoe Co., Limited...Regina, Sask.
The Independent Rubber Co., Limited.....
.....290 McDermot Ave., Winnipeg, Man.

The Children of Your Neighborhood

Are they wearing "ECLIPSE" Shoes? If not, here is a wonderful field for you to work. Because there is not a child who cannot look smarter, feel better and in the long run be more economically fitted by wearing "ECLIPSE" footwear.
For Spring we are showing some unusually attractive models. They would prove real winners if you would give them a trial. Do not commit yourself before inspecting the

most Complete and up-to-the-minute Line of Juvenile Footwear made in Canada to-day

Travellers are now out

The Galt Shoe Mfg. Co., Ltd.

Galt, Ontario

NEW STYLES IN

"Maltese Cross"

CANVAS FOOTWEAR FOR

1922

The new styles we are showing in Canvas Shoes are right in line with the best models of up-to-date footwear. We have also introduced improvements on the best of our old lines which will maintain their old name for quality.

Wait Till You See the "Maltese Cross" Line

"Maltese Cross" Canvas Shoes and Rubbers
Kinds to Suit Every Need and Every Occasion.

Gutta Percha & Rubber, Limited

Head Offices and Factory, TORONTO.

Branches in all Leading Canadian Cities

This popular woman's sport model is carried in black and colored calf. Its imitation wing tip is in line with the newer ideas. Goodyear.

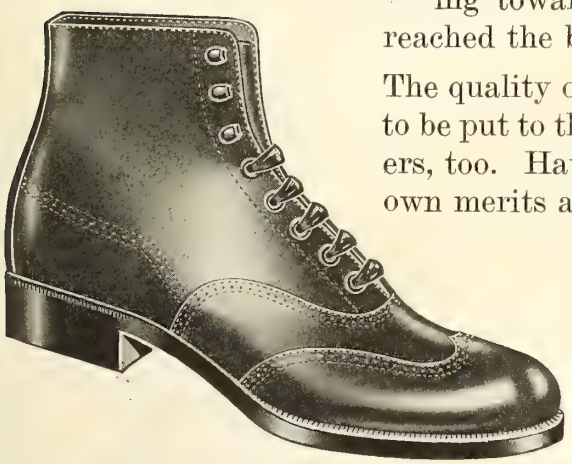
A. H. M. Welts and McKays for women while showing the latest style tendencies are of the conservative nature that makes them safe to buy now.

This number, you will admit, is modern in every way yet so standard that it will sell throughout the early Spring and Summer.

AMES - HOLDEN - McCREADY, LIMITED

HEAD OFFICE MONTREAL

At the Turning of the Tide



UNMISTAKABLY, the shoe industry is now turning toward an era of normal activity. We have reached the bottom and begun to climb.

The quality of your merchandise from now on is going to be put to the test. Your competitors are good climbers, too. Have you chosen a line that can stand on its own merits against competition?

Ask your jobber about Sisman Shoes—the "Best Everyday"—the footwear that makes for better business, not only to-day but to-morrow, too. Build for the future with a reliable product.

The T. Sisman Shoe Company, Ltd.

Aurora Ontario

IN STOCK

for immediate delivery

School days are once more here, which always mean a quickening of "Renown" sales. Do not be caught with empty shelves, but send in your orders right away. At the prices now being quoted you cannot possibly do better. The quality is there.

MISSES

300—Girls Gun Met. Bluc.
400—Miss Gun Met. Bluc.
310—Girls Gun Met. Bal.
410—Miss Gun Met. Bal.
313—Girls Brown Calf Bal.
413—Miss Brown Calf Bal.

GROWING GIRLS

900—Gr. Girls Gun Met. Bal.
903—Gr. Girls Brown Calf Bal.

RENOWN

YOUTHS

600—Gents Gun Met. Bluc.
700—Youths Gun Met. Bluc.
603 Gents Brown Calf Bluc.
703—Youths Brown Calf Bluc.

BOYS

800—Boys Gun Met. Bluc.
810—Boys Gun Met. Bal.
813—Boys Brown Calf Bal.

Scroggins Shoe Company

Limited

GALT - - ONTARIO

"TIPPERARY" SHOES

THE COLUMBUS RUBBER CO. OF MONTREAL LIMITED — RUBBER FOOTWEAR

THE ATHLETIC FOOTWEAR with a SALES PUNCH for Season 1922

Our representatives are now in the field with a superb showing of the finest in Canvas lines embodied in Tipperary Shoes. We ask your co-operation by early placing, so that we may be able to give you delivery when you desire it.

The COLUMBUS RUBBER COMPANY of Montreal, Limited

YORK

YORK SHOE COMPANY LIMITED

HOWELLINGTON ST. WEST

TORONTO

IN STOCK

30 — Men's Mah. Cf. Saddle Strap Bal, Welt, "In Stock" C-D, 5½-10 ..... $6.50

It is the aim of the York Shoe Company to supply the trade with lines made by nationally known manufacturers of high-class footwear at prices that make retailing profitable, and at the same time to give the trade an unrivaled service.

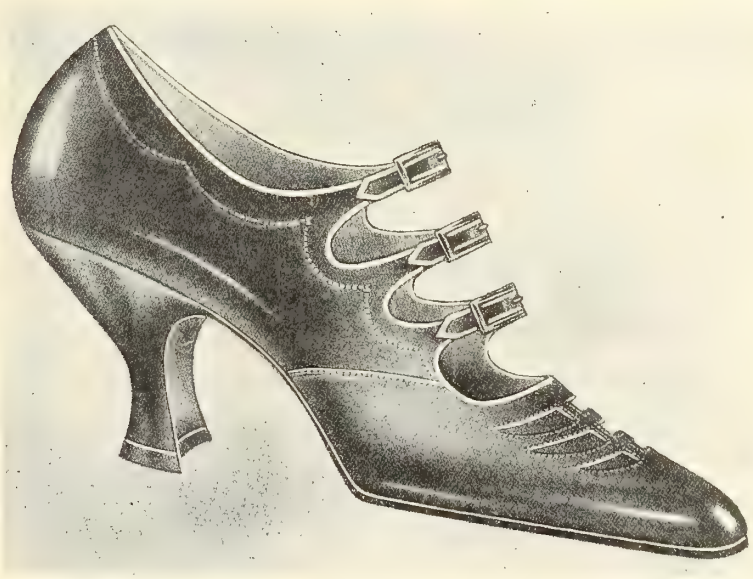
Large stocks are carried in all men's, women's and children's lines—superb quality and up-to-the-minute styles being featured.

We would be pleased to hear from you

1863 — Women's Dark Tan Calf Two Strap, Pearl Buttons, McKay, 14/8 Cuban Heel, "In Stock" C-D, 2½-7. Also in Gun Metal, No. 1864.

256 — Women's Dark Tan Cf. Lace, Saddle Strap Oxford, Welt 14/8 Cuban Heel, "In Stock" C-D, 2½-7. Also in Gun Metal, No. 257.

J. & T.
BELL
Limited



Strap Creations

in Kid, Calf and Suede

This mode has enjoyed tremendous popularity and indications are that the run on this style will continue.

We are showing a variety of delightful combinations at prices to retail from $8.00 to $12.00.

Remember that when you stock the Bell Shoe you are handling footwear with a reputation and a fashionable clientele already.

J. & T. Bell, Limited

MONTREAL, QUE.

Toronto Sample Rooms: Room 206 Stair Bldg., No. 123 Bay Street
C. E. Fice, Representative

B

Murray Footwear for both men and women always keeps within the bounds of good taste. Never extreme, never freakish, it still maintains a reputation for good style. Couple this with good workmanship plus good materials and you have the reason for its unbroken success during the past fifteen years.

We are particularly anxious that you see our lines for Fall. We have every reason to believe they will appeal to you.

Write, wire or phone.

The Murray Shoe Co. Ltd.

London - Ontario

In Stock

In Stock

Style Leaders

Far and wide, wherever you go, Lady Belle shoes occupy a position that indelibly stamps them leaders of style.

Back of this style is quality both of materials and workmanship taking second place to no other Canadian made shoe.

Yet prices of Lady Belle shoes are moderate.

TRAVELLERS
now in their respective territories.

The LADY BELLE SHOE Company
Limited

Kitchener - Ontario

In Stock

In Stock

Costs no more than other good sole leather

VAUGHAN'S IVORY

THE SOLE THAT HAS MADE WHITE SHOES STAPLE

MADE BY
GEORGE C. VAUGHAN
Tanneries at
PEABODY
MASS.

VAUGHAN'S IVORY SOLE LEATHER will be conspicuous at all the Style Shows. Conspicuous because practically every pair of better grade white shoes displayed will have **Vaughan's Ivory** soles and heels.

The clear white edge of Vaughan's Ivory is its own, needing neither paint nor spray to maintain its attractive whiteness. And there is additional reason why **Vaughan's Ivory** is used. It is because **Vaughan's Ivory Sole Leather,** with all its good qualities, *costs no more than other good Sole Leather.*

GEORGE C. VAUGHAN

TANNERIES AT
PEABODY, MASSACHUSETTS

Be Sure You Get the Best by Insisting on Samson's

The Samson lines of Staple and Sporting Footwear are acclaimed by many as the best on the market today. It will therefore pay you to insist on being shown the Samson samples, and, if your jobber cannot supply you, to get in touch with us direct.

For Fall we are showing some goods that are considerably above anything we have ever shown and we are anxious that you should see them as early as possible.

SEND FOR SAMPLES

J. E. SAMSON ENR. - 20 Arago Street, Quebec

SPAULDING'S
Fibre Counters
Guaranteed

SPAULDING'S FIBRE COUNTERS

because of their quality construction, fit easily to the last and continue to fit gracefully and constantly while in service on the foot.

J. SPAULDING & SONS CO., INC.

Main Office and Factory
NORTH ROCHESTER, N. H.

PHILADELPHIA
John G. Traver & Co.
141-143 No. 4th St.

CINCINNATI
The Taylor-Poole Co.
410-412 E. 8th St.

Boston Office
203-B ALBANY BUILDING

ST. LOUIS
The Taylor-Poole Co.
1602 Locust St.

CHICAGO
J. E. D. McMechan & Co.
217 W. Lake St.

SEVEN FACTORIES
Tonawanda, N. Y.
No. Rochester, N. H.
Rochester, N. H.
Milton, N. H.
Townsend Harbor, Mass.

English Agents: J. Whitehead & Co., Ltd., Leicester, England.

Canadian Agents
International Supply Co., Kitchener, Ontario, and Quebec City. V. Champigny, Montreal

SPAULDING'S
OAK TAN
FIBRE INNERSOLING

The Wear is There

1500 Mile Hike on One Pair of Breithaupt Soles

Private Sam H. Harris C. E. F. accomplished this remarkable feat on his cross country walk from Kitchener to Washington, D.C., and return in the record time of 63 days. In accomplishing this task Private Harris gave these soles more actual wear than soles on the shoes of the average man would get in two years.

The Breithaupt Leather Co.

Limited

Manufacturers of "The Standard of Canadian Sole Leather"

Sales Offices:

KITCHENER TORONTO VANCOUVER MONTREAL QUEBEC

Tanneries at:

PENETANG HASTINGS KITCHENER WOODSTOCK BURK'S FALLS

The "Hewetson" Shoe

(Heavy and Semi-Heavy)

A NATIONALLY ADVERTISED PRODUCT

We announce to the shoe trade of Canada the launching of a coast to coast campaign advertising "Hewetson" Shoes for Children

The "Hewetson" Welt (made at Brampton)

Our Baby Welts with Velvet Soles in sizes, one to five; and Children's Welts with Oak Bend Soles, in sizes four to eleven, in all Leathers.

The "Hewetson" Pla-Shu (made at Acton)

A full range of Pla-Shu's from Infants' to Misses', including Barefoots, Sport Oxfords, Slippers and Jockey Boots.

There will be no change in policy of distribution. "Hewetson" Shoes, as heretofore, will be sold through Canada's leading jobbers.

J. W. Hewetson Co., Limited

"Shoemakers to Children"

Brampton, Ont. and Acton, Ont.

Goodrich "Hi-Press" Rubber Footwear

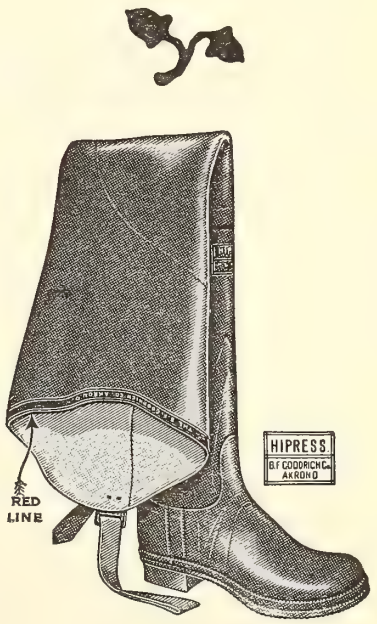
Mark this—for genuine service, comfort value, there is not another line of Rubber Footwear manufactured that excells Goodrich "Hi-Press." That is the conclusion reached after hearing the reports of both dealers and wearers during the many seasons Goodrich "Hi-Press" have been on the market.

for
Farmers
Fishermen
Miners
Lumbermen

As a business proposition they prove unusually attractive. The margin of profit allowed is very liberal and yet they sell at a price that means a brisk turnover.

Almost every man who works or lives out of doors has need at some time or another for Goodrich "Hi-Press" — "the rubber footwear with the red line 'round the top."

We carry a full line in stock at all times. Let us send you samples and prices.

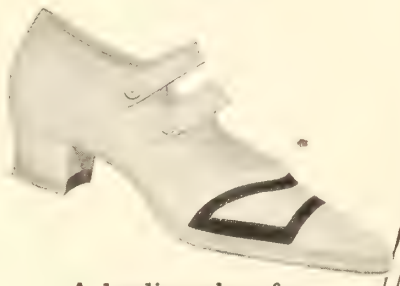


Croskery & Company, Ltd.

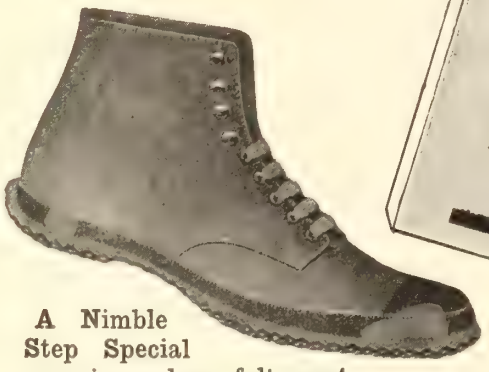
IMPORTERS AND DISTRIBUTORS FOR ONTARIO

220 King Street West - Toronto

Outdoor Beauties for 1922



A leading shoe for refined wear



A Nimble Step Special covering a long felt want for a well built, medium priced shoe.

WRITE for our new CATALOG TO-DAY

"Nimble Step"

Unexcelled Summer Footwear.

The novelty of Nimble Step Partridge Tennis Shoes will be recognized in the completeness of their range, as well as their quality. All our lines are strikingly artistic, stylish in appearance, smooth fitting and durable. They are of wonderful workmanship.

Manufactured by
The NORTHERN RUBBER Co., Limited. Guelph, Ont.

Nimble Step

"Scott-Chamberlain are making the finest Men's Welts in Canada"

That remark made by someone totally disinterested in this firm, was overheard recently.

He was a man with a wide knowledge of the shoe industry in Canada. He knows shoes.

Naturally we were mighty pleased.

But now we want every merchant throughout Canada to pass his judgment on them, too.

We want all those who have not seen the new Fall models to get in touch with us immediately. We shall be only too pleased to have our salesman call, and give you an opportunity of viewing our line.

Scott-Chamberlain, Limited

—— Makers of "ASTORIA" ——
The Only tailor-made Shoe in Canada

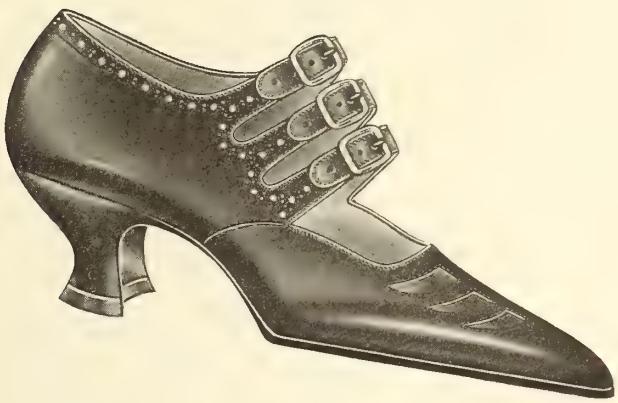
London :-: Ontario

"The Brute"

The last minute Creation in men's high class Welts

AIRD & SON
REG.
MONTREAL

NOVELTIES ARE IN DEMAND FOR 1922



Women's, Patent, Three-Strap, Three-Buckles
Six Openings on Vamp
Covered Baby Louis Heel
Turn

We have all the Latest NOVELTIES. These were copied from shoes shown at The Fair which was held at The Commodore Hotel, New York.

These styles are shown by the best Brooklyn factories.

Twenty-five Lines of Latest NOVELTIES

Regina Shoe Company, Limited

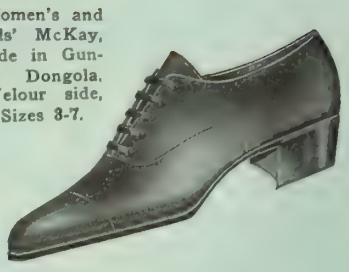
Office and Sample Room:

340 Notre Dame Street East, Montreal

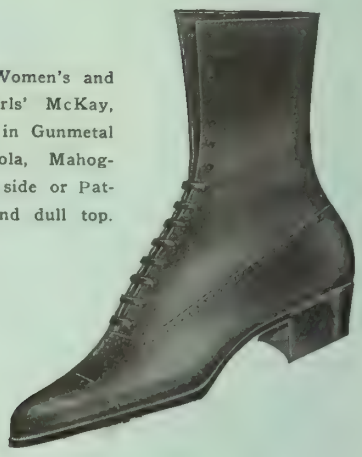
Factory, Aird Avenue, Maisonneuve

These Shoes Will See You Right Through the Fall and Winter

No. 313. Women's and Growing Girls' McKay, Oxford. Made in Gunmetal Calf, Dongola, Mahogany Velour side, and Patent. Sizes 3-7.



No. 311. Women's and Growing Girls' McKay, Bal. Made in Gunmetal Calf, Dongola, Mahogany Velour side or Patent vamp and dull top. Sizes 3-7.



No. 072. Men's Welt, Bal, Pointed Toe Last. Made in mahogany velour side. Also Gunmetal Calf and Box Kip black, sizes 6-11.

La Compagnie J. A. & M. COTE

St. Hyacinthe, Quebec

The Ever-Popular Yamaska FOOTWEAR

DURING a period when many have had reason to complain of "bad times" —when some have been forced to retire from the business arena — the makers of Yamaska footwear have had every reason to give thanks.

The truth is that Yamaska Footwear had gained a remarkable hold upon the public. It held their confidence. It held the retailers' confidence. And so, when value was a very uncertain quantity, we found people everywhere turning to this footwear as something in which they had faith.

Undoubtedly this is the footwear to handle —the kind that carries you through the dark days as well as the bright.

La Compagnie J. A. & M. COTE

St. Hyacinthe, Quebec

DAOUST LALONDE & CO., LIMITED

Montreal, Que.

Spring

517½—Black Patent, 3 strap, French cord, Imit. Ball Strap, flexible McKay Baby Louis heel.

STYLE is ever the stimulus for lively trade in the shoe business from season to season. **DAOUST, LALONDE** shoes have always carried a direct appeal through style, and our new creations are no exception.

But while style is the feature, workmanship and materials are consistent in quality.

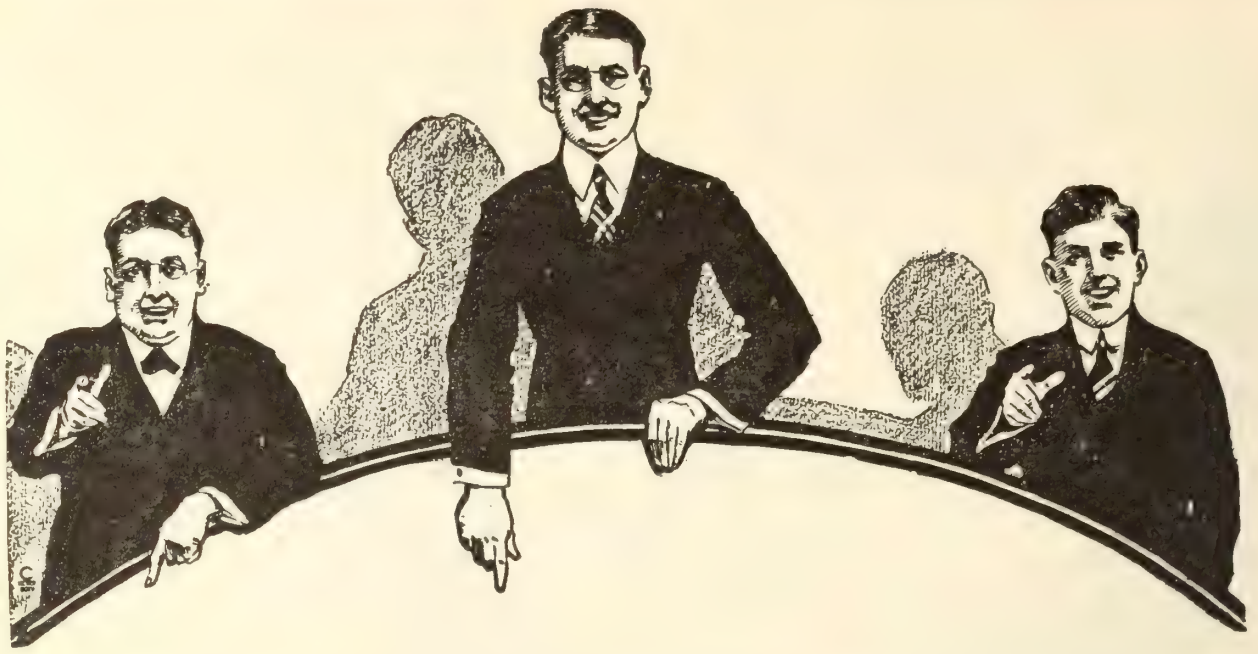
Style, materials, and workmanship are here combined to present the trade with a fundamentally good shoe.

1922

0528—Black Patent Sandal, cut outs, Turn, Baby Louis heel.

516½—Black Patent, 2 button one strap Imit. Ball Strap, flexible McKay Baby Louis heel.

See also our new ideas in men's lines



We're on our way to you now!

WITH a trunk packed to capacity with the livest, snappiest, most attractive samples you've ever seen.

Arrange to take a little jaunt over to the sample room and look them over—we don't need any ouija board to tell us what'll happen.

And why shouldn't you, now? This new 1922 Spring range is just plumb full of new lasts, new patterns, novel style effects, and in fact everything that makes for saleability.

Just wait and see!

AHM System

AMES HOLDEN McCREADY Limited

Halifax, St. John, Quebec. St. Hyacinthe, Montreal, Ottawa, Toronto, London Kitchener, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Vancouver.

The Slipper Season Is Here

The wise merchant will fill up his stocks now. Get them in fighting trim for the season that is upon us. Reap the profits that only a complete range can make possible.

We are ready for you. Our warehouse is filled with just the goods we know you want and the kind that assures quick selling.

They are of Canadian and English manufacture in plaid Arctic Cloths, Velvets, Felts, Juliets and Koseys, including lines for every member of the family.

Write, wire or phone your order.

A FULL RANGE OF STAPLES

A complete range of Men's, Boys', Women's, Misses' and Children's. The quality is high, the prices low.

John Lennox & Company

The Felt Slipper House of Canada

Hamilton - Ontario

THE BOSTONIAN SHOE

The Retailer's Problems for Spring 1922

The business world looks to Spring, 1922, as to the dawn of a new business era. Already manifestations of the trend toward normal buying gives us a feeling of confidence in the future.

The Spring will bring a season of prosperity.

The Spring will also bring a season of active competition proportionately powerful.

The dealer who places his requirements in our hands and relies upon the integrity of the House of Robinson can be sure of meeting conditions with merchandise which will hold a firm position in Style, Quality, and Price beside anything else on the market.

James Robinson Co., Limited

Specialists in Fine Footwear

MONTREAL

THE BOSTONIAN SHOE

When Speed is "The Essence of the Contract"

You are wanting something quickly?—immediately! Yes, it shall be shipped to-day.

Under such circumstances time is money, indeed, and nothing is more exasperating than to face the necessity of turning away good business on account of temporarily depleted stock.

Our organization is constantly in readiness to help the retailer who suddenly finds himself in urgent need of stock. Our business is built upon service, and we see that it is good.

We shall be happy to be favored with your next rush order.

If you are within the bounds of Canada, Robinson service can reach you. It covers the whole field.

James Robinson Co., Limited

Specialists in Fine Footwear

MONTREAL

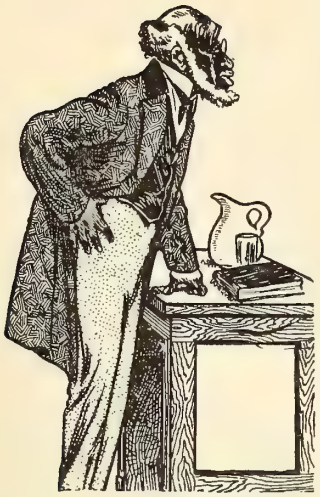
See the Fall Lines

Outstanding for style, fit, comfort and quality. The Children's lines are made on Nature's last, allowing full freedom for the foot to grow properly.

For Women and Misses the Globe Pillow Welts and Comfort Turns with Pillow Insoles are increasing in popularity with every season. You should send for samples without delay.

Globe Shoe Limited, Terrebonne, Que.

Montreal Office J. A. BLUTEAU, Representative
11a St. James Street



"They're all Preaching Style"

Style is the keynote in shoe sales talk today. As a matter of fact, style is of tremendous importance in stimulating season to season trade.

We sell Style.

We supply it in the form of lasts. Our service is an individual one. Each of our clients enjoys the exclusive use of the last designed for his product. He has no fear of duplication by us.

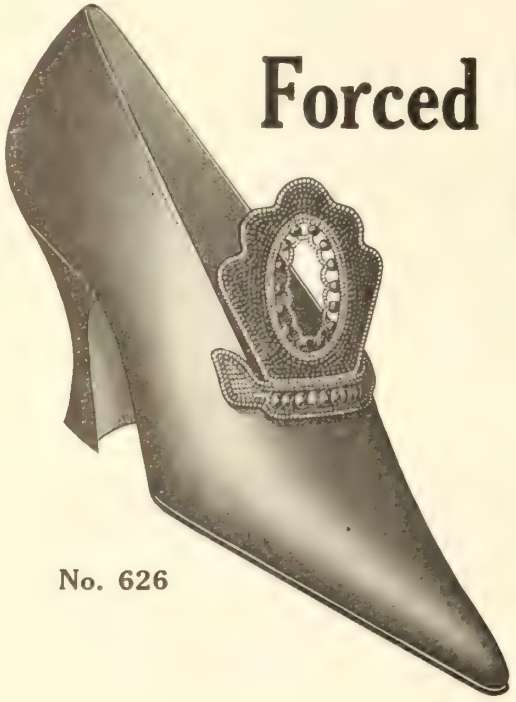
Are you getting all the service you require in this matter? Let us show you a style service worth while.

For the convenience of Ontario Manufacturers we have an office at No. 64 Wellington St. W.

Room 212, Toronto, Ont., Telephone Adelaide 4499

United Last Company, Limited

MONTREAL, P. Q.



No. 626

Forced Into Larger Quarters By Growing Business

In our new place of business we have every facility for speeding up production and expediting shipments.

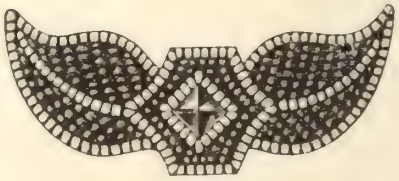
The attractive ornaments here shown are but a few of the 50 distinct creations embodied by this particular type.

We would like you to see some of our designs in rhinestone buttons for strap styles.

Suggestions from customers or requests for special designs will be given every attention. We can interpret any idea you may submit.

Let us send samples

No. 585

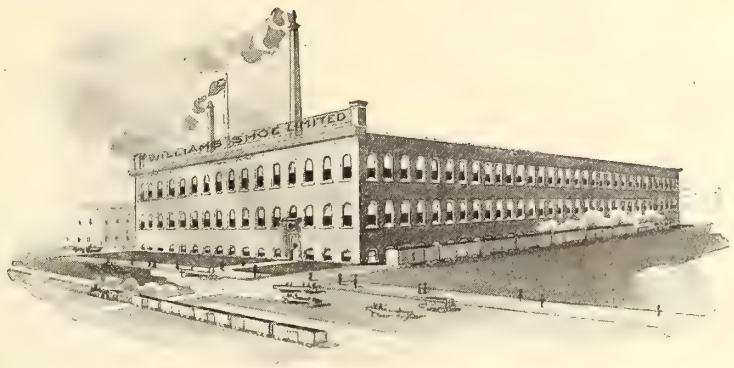


No. 583

No. 590

The Parisian Beading Works

1028 Arch Street Philadelphia, Pa.



Staple Shoes that Combine Appearance with Wear

"More than a staple" is the way Williams shoes have often been characterized.

True, they embody all the sturdy, good wearing qualities of the staple shoe, yet in style and in fit they have all the resemblance of much higher priced footwear.

Particularly do we call your attention to our "Young Canadian" line of boys' Welts. These are immensely popular and from a profit-making standpoint would be hard to equal.

Now is the time to make a bid for the bigger, better business that is awaiting the progressive merchant.

Our salesmen are out with a very complete range for Spring 1922

We ask your kind co-operation.

WILLIAMS SHOE LIMITED

BRAMPTON ONTARIO

This number is made of white elk. Full double sole. Just as easily repaired as a welt. It is a MULTIWEAR Stitchdown.

MULTIWEAR--the Children's Delight

MULTIWEAR IS MADE and especially adapted for the tough wearing a child gives them. An ordinary shoe does not last long when it is subjected to the terrific wear and strain of the child at play. All of this our designers kept in mind when MULTIWEAR was in the form of experiment. As a token of our confidence we have placed a most liberal guarantee on each pair of MULTIWEAR that leaves our factory—THREE MONTHS' WEAR OR A FREE NEW PAIR.

5 different colors—Black, Tan, Brown, Pearl and Smoke in the following sizes and prices:—Sizes 4 to 7½, $2.20; sizes 8 to 10½, $2.50; sizes 11 to 2, $2 90.

May we ship you NOW a sample pair, at our expense, and a detailed plan of our liberal guarantee?

NATHAN CUMMINGS

153 PEEL STREET, MONTREAL

J. A. McLAREN
Company, Limited
Wholesale Shoe Distributors
TORONTO ONT.

Whether your needs are "present" or "future," you cannot do better than "Shop at McLaren's"

Specialties for Winter Assorting—Season 1921

Hockey Boots
Men's Fine Leather Slippers
Moose, Buck and Horsehide Moccasins

Sheepskin Moccasins, wool lined with and without leather soles
Lumbermen's Knit and Felt Socks

Oil Tan Packs
Men's and Women's Overgaiters

"INDEPENDENT"
Rubber Co.'s Brands of Rubber Footwear
"KANTKRACK"
"ROYAL"
"DAINTY MODE"
"VERIBEST"
"DREADNAUGHT"

English Slippers in Felt, Velvet and Arctic Cloth

"Superior" brand Canadian-made heavy felts.

Women's Light Felt Slippers
In all colors; in "Juliet" and "Kozy" styles; fur and ribbon trimmed; with leather and "Kumfy" soles; high and low cut patterns

The stage is set

Not a thing in any department has been overlooked. And from sporting to dress footwear, whether it be for immediate or future selling, the outstanding features to be noticed are "higher quality and greater value". That is what the public are looking for and that is what J. A. McLaren Co. intend to give them.

In the leather lines the "Imperial" for women is sure to cut a big swath with its fine quality, fit, finish and wear. All the newest styles instrap shoes and oxfords are shown and the prices are moderate.

For men and boys demanding a heavy shoe there is the ever reliable "Maple Leaf".

For misses and children we are again offering the "Little Canadian"—a brand with an established reputation as a big seller. It comes in medium and fine grades.

WHITE GOODS. We have always made a specialty of these and our lines for next season are quite up to the standard of former years. Let us have your order early.

The above is just a mere description of the lines we have on hand. More complete details and samples, if requested, will gladly be forwarded.

J. A. McLAREN COMPANY LIMITED
BOOTS, SHOES and RUBBERS
30 FRONT STREET WEST - TORONTO

Frank W. Slater's

"STRIDER" Gipsy Sandal

In Patent Leather, Tan Calf and White Suede

Delivery in 30 days from receipt of order

By every standard of comparison "STRIDER SHOES" are better

Men's and Women's Fine Welts—

Some forty lines of them. All in stock.

New Spring Samples —

Don't miss our salesmen. They are now on the road with some attractive lines.

Catalogue and Price List—

Have you had it? Get it — It's worth while! It will give you a lead on some new things in our Staple Lines that you should look into.

Sample Pairs of any line on request.

Eagle Shoe Company Limited

587 Beaudry Street, Montreal.

THE ROBSON LEATHER CO. LIMITED
HIGH GRADE SIDE LEATHER
OSHAWA CANADA

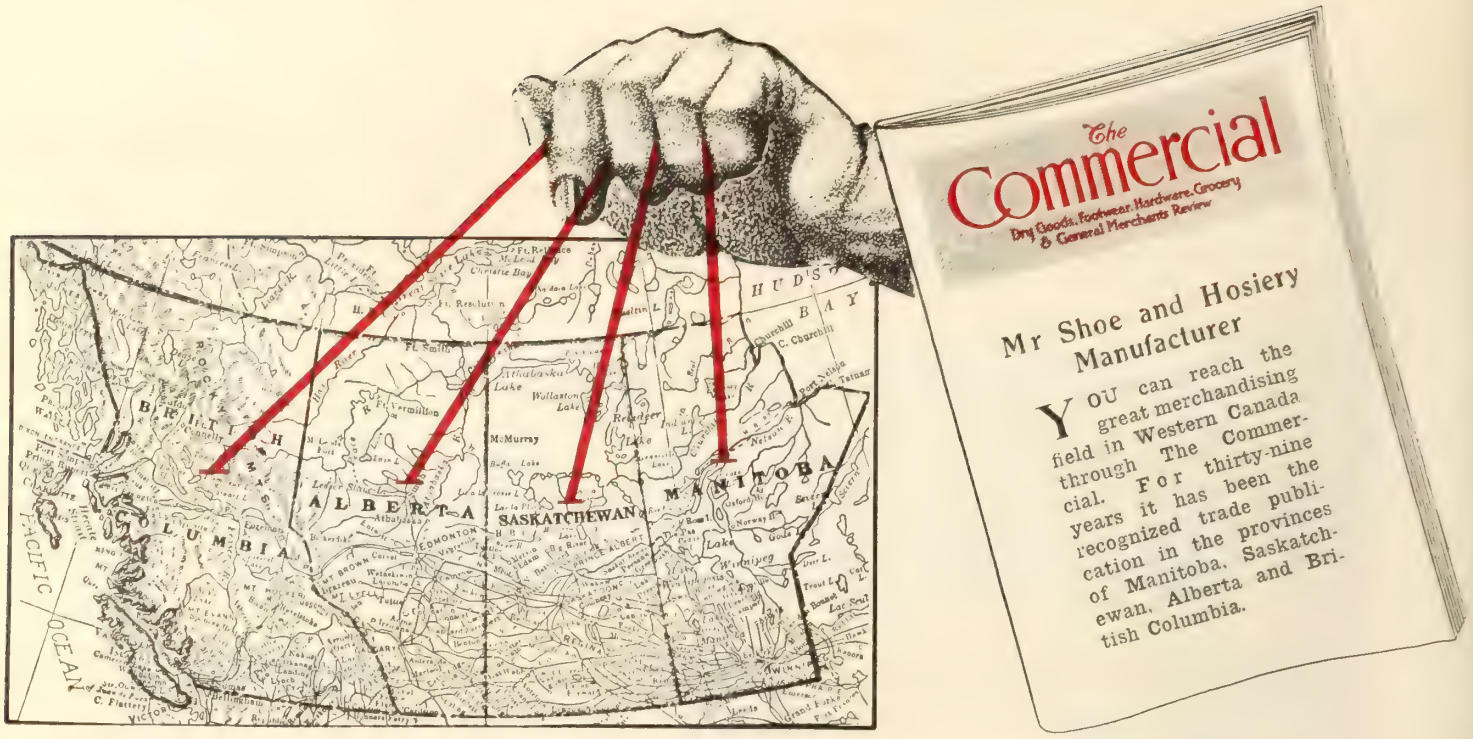
"The Best in Every Respect"

BLACK BEAUTY

Chrome Patent Sides

Skillfully Made
From Highest Class Raw Material

THE ROBSON LEATHER CO.
LIMITED
TANNERS AND CURRIERS
OSHAWA — CANADA



Sell The West Your Goods

A KNOWLEDGE of the trade channels in Western Canada reveals the fact that fully 75% of the merchandise sold in the Provinces of Manitoba, Saskatchewan, Alberta and British Columbia passes over the counters of the general stores.

The general store is the department store of rural districts. It is, in most cases the sole supply depot for practically everything bought in the entire community. Many general stores in this field transact a business of $100,000.00 and upwards annually.

Western Canada has just reaped a splendid harvest, as a result of which millions of dollars will start flowing through the regular business channels.

Recognized authorities state that the most favorable business conditions on the North American Continent will obtain in Western Canada this fall.

THE GENERAL STORE TRADE is the main artery through which your goods will eventually reach the prosperous consumers in the field, and the "Commercial" is this logical medium through which you can appeal to it.

THE COMMERCIAL

910-11 Electric Railway Chambers, WINNIPEG, Man.

BRANCH OFICES:

Toronto—349 Adelaide Street West
Montreal—119 Board of Trade Building
Vancouver—212 Winch Building

Chicago—Office 803, 63 E. Adams Street
New York—296 Broadway. Phone: Worth 248
London, Eng.—16 Regent St., S.W.

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Men's "HAND-LASTED" High-Grade Goodyear Welt

Travellers are now on the Road

The new lines of "HAND-LASTED" Goodyear Welts our salesmen are showing are particularly pleasing and priced right, and they are up to the usual high standard expected of our shoes—only solid leather counters, insoles and box toes being used.

BE SURE AND SEE OUR LINES BEFORE PLACING YOUR ORDERS

Standard Welt Co. Ltd.

3 St. Alexander Street

MONTREAL : : QUEBEC

FALL AND WINTER

No. 244—Black Satin One Strap, Imitation Turn, 2⅛ Inch Wood Louis Heel. **Price** **$5.50**
AA—5 to 8 A—4 to 8 B, C and D—3 to 8

Good staple, honest styles of shoes in stock ready to be shipped at once.

HOLTERSHOES

No. 232—Brown Kid Oxford, Imitation Turn, Tip, 1½ Inch Military Heel. **Price** **$5.50**
AA—4½ to 7½ A—4 to 7½
B, C and D—3 to 8

No. 233—Same as No. 232 but—Black Regent Kid.
AA—5 to 7½
A—4 to 7½
B, C and D—3 to 8
Price $4.60

No. 246—Brown Side Oxford, English Welt, Tip, 1⅛ Inch Heel. **Price** **$4.60**
AA—5 to 7½ A—4½ to 8
B—3½ to 8 C and D—3 to 8
No. 247—Same as No. 246 but—Gun Metal Calf Oxford. **Price** **$4.60**

No. 241—Brown Calf Oxford, Welt, Tip, 1½ Inch Military Heel. **Price** **$5.35**
AA—5 to 8 A—4½ to 8
B—4 to 9 C & D—3½-9
Add 25c. for 8½ and 9
No. 242—Same as No. 241 but—Gun Metal Calf Oxford. **Price** **$5.35**

No. 248—Same as No. 241 but—Black Regent Kid. **Price** **$4.90**
No. 249—Patent Colt, Built Exactly Like 241, Same Widths and Sizes. **Price** **$5.35**

No. 245—Black Satin One Strap, Imitation Turn, 1¾ Inch Wood Baby Louis Heel. **Price** **$5.50**
AA—5 to 8 A—4 to 8 B, C and D—3 to 8

No. 212 Glazed Regent Kid, 8½ Inch Welt, Tip, 1⅜ Inch Military Heel. **Price** **$5.85**
AAA—5 to 8 AA—4½ to 8
A—3½ to 8 B—3 to 8
C—2½ to 8 D—3 to 8
No. 217—Same as No. 212 but—Brown Side Calf. **Price** **$5.85**
No. 251—Gun Metal Calf Vamp, Dull Kid Top, 8½ Inch Welt, 1½ Inch Military Heel, AAA to D.
Price **$5.60**

No. 243—Brown Side Oxford, English Welt, Tip, 1⅜ Inch Military Heel. **Price** **$4.60**
AA—5 to 8 A—4½ to 8 B—4 to 9
C and D—3½ to 9 Add 25c. for 8½ & 9

You will make no mistake in buying any of these styles.

TERMS—NET 30 DAYS.

THE HOLTERS COMPANY *Cincinnati*

NEW YORK: 437 Marbridge Building — BRANCH OFFICES — CHICAGO: 304 Lees Building

"HOLTERSHOES"

Ready to Ship Now

No. 142—Glazed Kid Vamp, Dull Kid Top, 7 Inch Flexible Welt, Sofshu, Tip, 1½ Inch Common Sense Heel. **Price $5.35**
B—4½ to 9 C—4 to 9 D & E—3½ to 9
Add 25c. for 8½ and 9

No. 240—Glazed Kid, 8½ Inch Welt, Tip, 1¾ Inch Cuban Heel. **Price** **$6.50**
AA—4½ to 8 A—4 to 8 B—3½ to 9
C and D—3 to 9 Add 25c. for 8½ and 9

No. 136—Glazed Kid Vamp, Dull Kid Top, 7 Inch Flexible Welt, Sofshu, 1½ Inch Common Sense Heel. **Price**...**$5.35**
A—5 to 8 B—4½ to 9 C, D & E—4 to 9
Add 25c. for 8½ and 9

No. 219—Glazed Kid Vamp, Glazed Regent Kid Top, 8 Inch Flexible Welt, Sofshu, Tip, 1⅝ Inch Cuban Heel, Wingfoot Rubber Top Lift. **Price**.....**$6.00**
AA—5 to 8 A—4½ to 8 B—4 to 9
C & D—3½ to 9 Add 25c. for 8½ & 9

Send in your orders now for a line of sizes on these numbers. They are priced right.

AA to D

No. 250—Gun Metal Calf Vamp, 8½" Dull Kid Top, English Welt, 108 Last, 1⅛" Military Heel. Price $5.10

No. 215—Glazed Kid Vamp, Glazed Regent Kid Top, 8 Inch Flexible Welt, Sofshu, Imitation Tip, 1¾ Inch Cuban Heel. **Price** **$5.90**
AA—4½ to 8 A—4 to 8 B—4 to 9
C and D—3½ to 9 Add 25c. for 8½ and 9

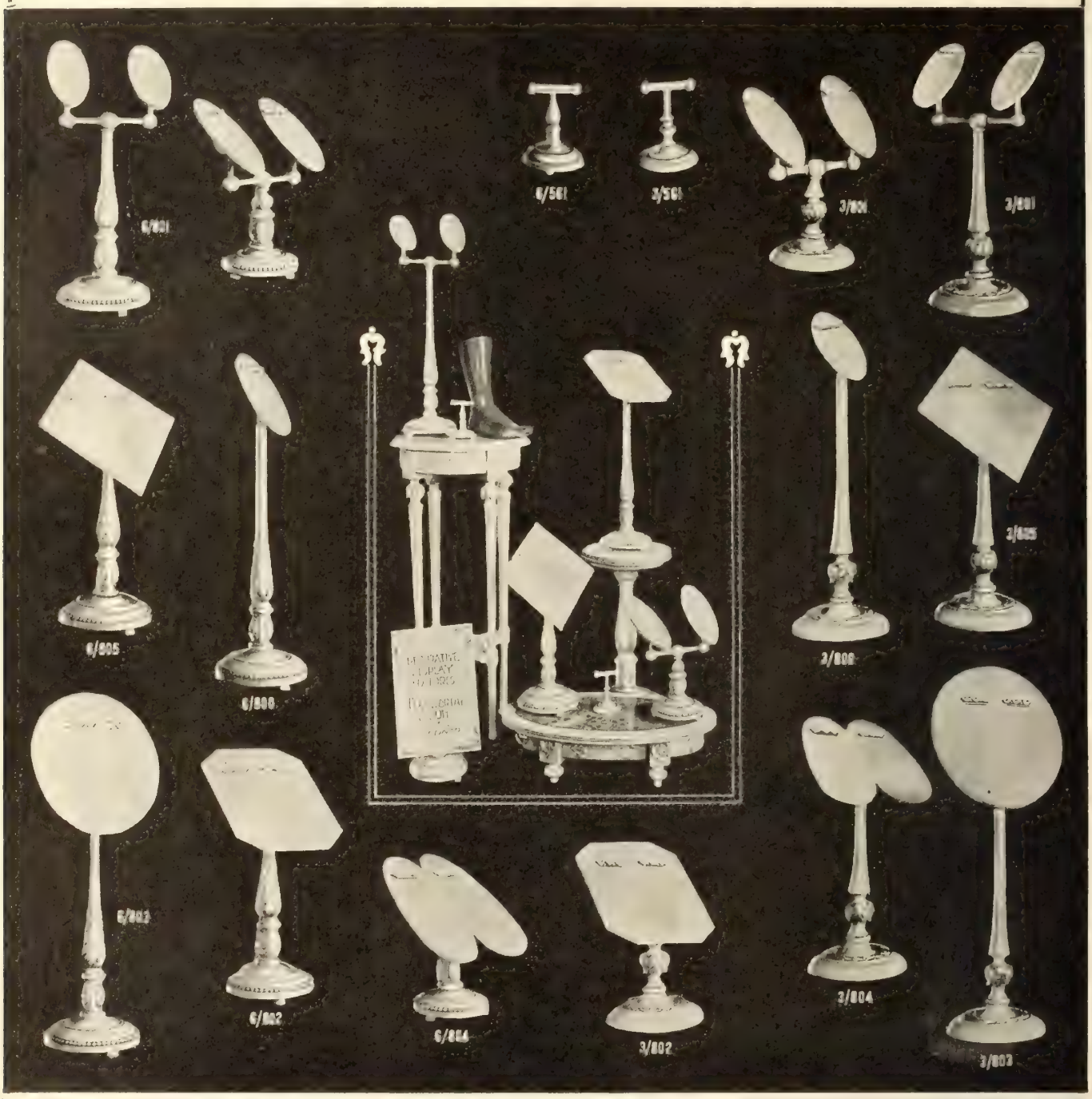
Quick sales with satisfactory profit to you and service to vour customers are assured.

——ORDER TODAY——

THE HOLTERS COMPANY, *Cincinnati*

NEW YORK : 437 Marbridge Building BRANCH OFFICES **CHICAGO : 304 Lees Building**

Display Fixtures That Sell Shoes



BEAUTIFUL ADAM and POMPEIAN DESIGNS

FINISHED IN OLD IVORY OR ROMAN GOLD.

These Clatworthy Fixtures make possible the displaying of your shoes to the best possible advantage, and improve the appearance and character of your store. They are a sales help you should not be without.

NEW ILLUSTRATED CATALOGUE GLADLY SENT ON REQUEST

CLATWORTHY & SON, LIMITED

TORONTO REPRESENTATIVES: **CANADA**

MONTREAL, E. O. Barette & Co., 301 St. James St.
QUEBEC, Nap. Debigare, 205 Des Fosses St.
VANCOUVER, M. E. Hatt & Co., 318 Homer St.
WINNIPEG, S. J. Barley, General Delivery.

GIVE the GIRLS and BOYS SHOES FREE

NO CHARGE IF HOLE-IN-SOLES OR STITCHING GIVES OUT within three months from date sold to customer

A post card will secure prices and full information. (Write TO-DAY.)

IN STOCK

MEN'S and WOMEN'S - Selected Stock - SLIPPERS—SAMPLES ON REQUEST

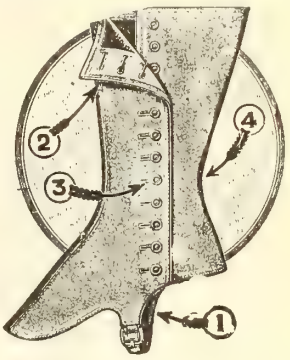
All Colors - All Styles

Right-Form OVERGAITERS

In Stock

Prices or Samples ON REQUEST

Quality and Fit BEST

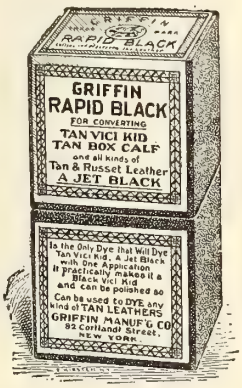


Everything in Shoes - Polish - Overgaiters - Findings and Slippers

Griffin Polishes Speak For Themselves

22 COLORS SUEDE POWDERS

Griffin Rapid Dye Odorless



French Dressing Self Shining Liquid

Lotion Cream Black-White-Brown Etc.

CANADIAN SHOES-FINDINGS-NOVELTY COMPANY

(2 Warehouses)

TORONTO - Ontario
MONTREAL - Quebec

Two of Our Specials for Spring, 1922

MEN'S OXFORD
Chocolate Red. Imitation Brogue.
French Last.

MEN'S COLLIS 17
Calf, Imitation Brogue, Bals.
Rubber Heels. Recede Toe.

DUPONT & FRERE

Makers of Good Shoes

301 Aird Avenue : : MONTREAL

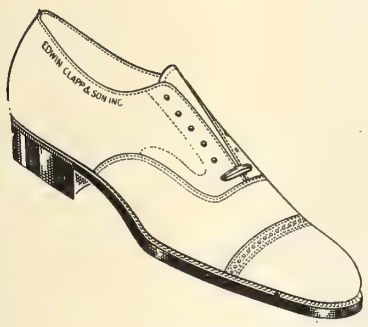
LEATHERS

Glazed Kid
Side Leathers
Glove Leathers
Shoe Findings

Correspondence Solicited

PIERRE BLOUIN Limited
QUEBEC, 60 Colomb St. **MONTREAL, 256 Lemoine St.**

THE Edwin Clapp SHOE
EAST WEYMOUTH, MASS U.S.A.



THE COMMODORE

Result of—

The Best of All Leathers---The Most Skilled Craftsmanship --- The Experience of more than Fifty Years of Making Nothing but High Grade Shoes.

THE PRINCE

Edwin Clapp & Son Inc.
ESTABLISHED 1853

EAST WEYMOUTH, MASS., U.S.A.

OWENS-ELMES

The O. & E. girl wearing black satin one strap slippers with gold cloth quarters — on the new French last.

DOUBLE "H" BRAND.

Gaiters and Slippers

These are now being made in our own factories and we can guarantee them to be among the finest obtainable—domestic or imported.

We can also guarantee shipment practically as soon as the order is received.

Other specialities handled by us include sporting footwear manufactured in England. From a "quality, workmanship and price" standpoint we have seen little to approach it Whenever you are in need of this type of footwear we strongly advise you to get in touch with us.

HALL AND HODGES
LIMITED
16 ST. SACRAMENT ST. MONTREAL

Meet Your Public Half Way!

Give them a good shoe with plenty of snap and pep to it—at a reasonable price.

That's what every man wants at this time. And judging from the reports of retailers the Talbot Shoe is satisfying them as no other shoe is.

We suggest that you look over the Talbot new Spring Samples. From the standpoint of style, quality, fit and price, you'll say they're the best ever.

Act now!

Talbot Shoe Company Limited

St. Thomas, Ontario.

Footwear in Canada

A National Journal of its Findings, Making and Sale, with a quality circulation—every reader a possible buyer.

Published Monthly.

HUGH C. MACLEAN PUBLICATIONS
LIMITED
THOMAS S. YOUNG, Managing Director

HEAD OFFICE - 347 Adelaide Street West, TORONTO
Telephone A. 2700

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WINNIPEG		Electric Ry. Chambers
VANCOUVER		Winch Building
NEW YORK		296 Broadway
CHICAGO		Room 803, 63 E. Adams St.
LONDON, ENG.		16 Regent Street S. W.

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Vol. 11 October, 1921 **No. 10**

Art in the Presentation of Footwear Fashions

The feature of our present issue is "Footwear Fashions." Our object has been to give a general survey of the style situation as it is at present and indicate, as far as possible, what are the prospects for the near future--both by means of illustrations and articles. One department in which we believe our readers will be particularly interested is the photographic style section---which has been carried out by our own art department. The use of a living model in the illustration of shoes is not altogether new, but we think this section, as a whole, may be considered something of an innovation. It represents an effort on our part to apply art to the fullest extent possible in the presentation of footwear styles to the shoe retailers of Canada, even as we believe they should apply it in presenting them to their customers, through their advertisements and their windows.

The photographic section has been made possible by the ready co-operation of a number of our Canadian shoe manufacturers in loaning us some of their latest models for reproduction. And we consider that the effective manner in which their product has lent itself to an artistic setting speaks for the artistic value of the shoes themselves. Art is being cultivated in the manufacture of Canadian footwear, and it is essential that we should continue to progress along this line if the industry is to consolidate and maintain its position in the estimation of our public. Art is as important as quality in selling the goods. Women love pretty things, and as long as we can show them attractive and distinctive Canadian-made shoes, we need not fear that they will seek a foreign-made product.

Giving the Public What They Want

The secret of success in modern merchandising is giving your public what they want when they want it. You may offer excellent values, but unless you proceed on this principle, you cannot secure any large measure of popular support. Merchants in days gone by used to be a rather independent crowd in their attitude to the public. They had such and such a thing in stock and if you didn't like it, well you knew what to do. The idea of catering to their customers whims and preferences, as it is done to-day, would have seemed to them beyond all reason. But times have changed, and in the great modern merchandising establishments, we find appeals to every possible buying motive, every shade of fancy, every little vanity. Whatever your character and temperament, whatever your likes and dislikes, there is some particular article that will just suit your needs. Store service, window displays, newspaper advertising, are all combining to create an atmosphere that will tempt you to buy by presenting you with some idea that will just fit in with the preference in your own mind.

That is how the big selling is done, and the big business is built to-day. The successful merchant chooses his class of trade and then gives them what they want.

Keeping Prices Down

The proprietor of one of the largest chain store systems in Canada, catering mainly to a working class trade, told "Footwear" recently that, despite the unemployment situation, he had been able to keep his turnover during practically every month of the year ahead of 1920. How did he do it? By consistent advertising, and by cutting his mark-up to the point where he is little more than breaking even, after his overhead is covered. "I am drawing a good salary out of the business," he said, "and that is about all I expect to do during the next year. I believe it is the right policy to keep the mark-up down to the lowest possible point."

The Qualities that Count

"The man who is clean inside; and outside; who neither looks; up to the rich nor down on the poor; who can lose without squealing and win without bragging, who is considerate of women, children, and old people, who is too brave to lie, too gentle to cheat, and too sensible to loaf, who takes his share of the world's goods and lets others have their share is a real man."

Many Factors Operate to Keep Prices of Upper Leather Firm

BY HON. E. J. DAVIS

The writer has been strongly urged during the last few weeks by the trade press to write an article with reference to the trend in prices, during the next few months, of high grade calf and upper leathers and shoes made therefrom. The statement is made that misleading articles have appeared occasionally in the United States and Canadian Press owing to the fact that the writers have not had the opportunity of understanding the full details of this situation. I would have declined replying in this case, as I have done in other cases in the past, only that I am told it would be doing a public service to place the facts as they are known by a practical man before the public, which I will briefly attempt to do.

Perhaps there are no classes of business men that have suffered more severe losses during the past year and a half, through depreciation in inventory, than the tanners and shoe manufacturers. Just one illustration. The United States Central Leather Company, probably the best managed sole leather manufacturing concern on the continent, have, according to statements made public lost all their reserves amounting to somewhere around $20,000,000, but today I think it would be safe to say that both tanners and shoe manufacturers have cut down their inventory to rock bottom replacement values and on this basis business has been carried on for the past few months and it would appear that the prices of high grade upper leather and shoes of best quality are stabilized at today's prices.

Raw calfskins on this continent, of good quality, are somewhat higher in price than they were immediately preceding the war and those who have no practical knowledge of the manufacturing of leather and shoes come to the conclusion that shoes should sell only at the same relative increase over calfskin costs as they would before the war, and it is here that the great misunderstanding of the situation is found.

Tanning Costs 100% Above Pre-War Basis

Take calfskin leather, if you like, to illustrate. Everything that goes into the manufacture of the raw skin until it comes out of the factory in high grade leather ready for the shoe manufacturer costs double what it did before the war and in many cases considerably more even than that. Wages have been reduced very little from the war rates. Coal, of which large quantities are used, while much lower than it was two years ago—and I am now speaking of soft coal—still costs laid down at the plant a little over double what it did before the war broke out. Dyes, chemicals, etc., used in tanning processes are still, taking them all on the average, more than twice as high as they were before the war. Some are three or four times higher, but the average stated would be about correct.

Then freight rates which are a very important item in a business handling such heavy materials as the tanneries, are fully double what they were before the war, and this means an addition of thousands of dollars yearly to the cost of the product.

Many of these goods have to be bought in the United States and there you have an exchange of ten to twelve per cent or more added to the cost. When you send out your men to buy raw material for your plant or to sell the leather, the product thereof, you have passenger rates double what they were, hotel expenses, livery, telegrams, telephone charges, every thing increased enormously—but that is not all. We have government taxes in various forms of which we knew nothing before the war. There is sales tax, which in the aggregate in a large manufacturing business means a large addition to cost. We also have increased postage and stamp taxes on drafts and notes and while it seems small, still when you look at your account for that tax for six months or a year you are simply amazed at the sum it amounts to.

Then your plant must be maintained if you intend to keep up to date. You require more or less new machines every year to replace those that are obsolete and a great number of these have to be brought in from the United States—that is after you have bought in Canada all of your requirements that are available in the Dominion,—and there again the exchange or premium on U. S. Funds meets you.

The ordinary repairs, which in a large plant are going on continuously, cost two or three times as much for labor or materials as they formerly did.

Now these few details will give every thoughtful person something to think about and I am sure if they are fair and logical they will admit at once that it is utterly impossible to produce and sell leather—even were raw material of the quality above referred to as low as before the war—at the same price that it could be produced and sold for then

Cumulative Expenses

Now the shoe manufacturer is in exactly the same position in respect to these various things enumerated above as the tanner, with this difference that all the commodities are used in the manufacture of shoes that were used in the manufacture of leather; the increased cost of each one above pre-war conditions has been added to the cost of the manufacture of leather and now the shoe manufacturer has to add these additional costs to his shoes. To make this clear: Wages, freight rates, passenger rates, telephone rates, plant maintenance, sales tax, stamp taxes etc., are cumulative as the cost is passed on from one manufacturer to the next and this cannot be avoided until the taxes are removed.

During the past twelve months business has been very quiet indeed with both tanneries and shoe manufacturers and in their anxiety to try and keep their staff together by doing what business they could, even if there was no profit, it would appear as though the prices at which high class leather and shoes have been manufactured and sold were as low as the conditions above stated would warrant and there is every reason for confidence that for the next few months present prices may be considered a safe basis to operate on.

The writer has only dealt with the situation so far as the tanner and shoe manufacturer are concerned and feels satisfied that the shoes leave the shoe manufacturer on as low a price basis as present conditions will permit.

Montreal Manufacturers and Wholesalers Discuss Bankruptcies and Compromises

A Venetian merchant, who was lolling in the lap of luxury, was accosted on the Rialto by a friend who had not seen him for many months. "How is this?" cried the latter: "When I last saw you your gaberdine was out at the elbows, and now you sail in your own gondola." "True," replied the merchant, "but since then I have met with serious losses, and been obliged to compound with my creditors for ten cents on the dollar."

Moral.—Composition is the life of trade.

(From "Fables" by the late G. T. Lanigan).

The subject of bankruptcies and compromises in in the retail shoe trade has been considered by the Chambre de Commerce, Montreal, and by a joint gathering of the Montreal members of the Shoe Manufacturers Association of Canada and the National Wholesale Shoe Association. The result is that steps will be taken to protect the interests of manufacturers and jobbers.

At the meeting of the Chambre de Commerce Mr. J. Daoust pointed out that retailers ought to take their share of the re-adjustment in prices and not go so readily into bankruptecy in order to get an easy settlement with the creditors. Manufacturers and wholesalers had, in the past, incurred losses due to depreciation of stocks, while some shoe retailers had had gone into bankruptcy and secured settlements that were too easy. He was of opinion that this leniency was responsible for a number of failures of men who regarded failure as the best way out of their difficulties. According to the Bankruptcy Act when 51% in number, and 66 2/3% in value, of the creditors accepted a settlement, the minority must follow suit. He hoped that means would be taken to ensure that easy settlements would not be consented to.

Mr. Alfred Lambert, while agreeing in the main with Mr. Daoust, remarked that exceptions would have to be made.

Mr. Daoust, replied that it was intended to make exceptions in the case of retailers who acted in good faith, but more stern measures were needed with others. He felt there were many retailers in the shoe trade who should not be there and should be eliminated as not being competent.

Practical measures were taken at the joint meeting of manufacturers and jobbers, held on September 22nd. Mr. J. Daoust, who presided, remarked that the problem was to so deal with applications for compromises and assignments as not only to protect the legitimate interests of manufacturers and wholesalers, but also to be fair with the great majority of retailers who make no effort to shirk their legitimate obligations.

The question was discussed from various angles, the general view being that a policy of undue leniency on the part of the manufacturers and wholesalers would result in serious abuses and that the best interests of the retail trade would suffer.

A resolution was passed recommending shoe manufacturers and wholesalers in the Montreal district that when any application be made to them for compromise or extension the case should be referred to the Canadian Credit Men's Association for investigation and a recommendation.

By a second resolution, the meeting recommended that all cases of assignments be referred to the Canadian Credit Men's Association for investigation and recommendation to the creditors.

Mr. S. Roy Weaver, manager of the Shoe Manufacturers' Association of Canada, who acted as secretary of the meeting, stated that in all probability the same problem would be considered at joint meetings of manufacturers and wholesalers in Quebec City, Toronto, and elsewhere. "There is no desire," he said, "to deal harshly with honest retailers and the effect of resolutions passed at the meeting here is only to ensure a proper investigation of all assignments and applications for compromises. Manufacturers and wholesalers feel that this is no more than fair to themselves, to the retail trade, and in the long run to the general public."

The National Wholesale Shoe Organization

As reported in our last issue, a National Wholesale Shoe Association has been formed in Montreal. Since the meeting in August, steps have been taken to organise the Association on a Dominion-wide basis. Those who are representing the Association feel that a national body can alone effectively deal with such problems as are peculiar to shoe jobbers. There are at present two associations—The Maritime Wholesale Shoe Association and The Province of Quebec and Eastern Canada Association. But these can only deal with local subjects. Such questions as the tariff for instance, can be more adequately handled by a body which is representative of the Dominion.

The main objects of the Association will be to promote and protect the interests of the jobbers; to initiate steps to secure alterations in customs or practices which are regarded as unfair; to promote uniformity in trade customs; and to promote harmony among the various branches of the shoe industry. These objects have not yet been adopted in the form of a constitution, but they may be regarded in a general way as the aims of the Association.

Jobbers in Toronto and the City of Quebec have been approached with a view to securing their cooperation. The Maritime Association has appointed Messrs. C. S. Sutherland and S. C. Mitchell as representatives of any national association that might be formed. The idea is to later hold a general meeting at which representatives from the various shoe jobbing centres will be present. A constitution and by-laws will then be adopted, and permanent officers elected.

Extension to Sisman Factory

The T. Sisman Shoe Co., Ltd., are building an addition to their factory at Aurora, Ont., giving them an additional 36,000 square feet of floor space, which is devoted to offices and store room. The Sisman Company is certainly showing the spirit of progress and of enterprise which will help to restore prosperity in Canadian industry. If more concerns would go ahead and act, as this company is doing, our unemployment problem would soon solve itself.

Have you joined the N.S.R.A. yet?

The Sole Leather Situation

Developments Affecting the World Market Indicate that Canadian Sole Leather is To-day an Excellent Investment

BY L. O. BREITHAUPT

We have been asked to outline the sole leather situation as we find it at the present time and to give our opinion concerning the future supply and probable price tendency.

While it is very difficult to tell what the future will bring forth in regard to prices, there are, nevertheless, a number of facts which point clearly to the conclusion that there cannot be further reductions and that it is highly probable that there will be early advances.

The English Situation as it Affects the Canadian Market

There have been several very interesting developments of late which are bound to have their influence on the sole leather trade of Canada. The chief of these is, the removal in England of the Excess Profit Duty which for the past years has caused great havoc in the various commodity markets in the Mother country Unlike the Canadian Act, the Excess Profit Duty in England provided for refunds, during periods of losses, of duties paid during periods of profit. August 31st, 1921,however, was the latest date at which value of stocks might be taken. From that date onward if losses are made the weight of them will be upon the shoulders of those who make them and there will be no relief.

The chief point is, that there could not have been such land slides in the English markets, had it not been for the promised rebate of Excess Profit Duty; owners of stock dared not have so slaughtered their property had they suffered the loss themselves. When however, it was a fact, that as the loss was, so the refund would be, naturally there was very little caution shown. Cash was wanted, so stocks were sold for whatever they would bring and as the loss made would be recovered from the Government, there was naturally a very bad trade condition brought about.

With the removal of the Excess Profit Duty, it is certain that the passing of this Act and the discontinuance of the refund will have a salutary effect on the English trade which in turn will be reflected in the Canadian market.

Possibility of Competing for British Trade

As hide prices in England are proportionately higher than prices on this side of the water and as English labor conditions are such that it is possible for Canadian Tanners to compete in that market, we look for the early resumption of export trade to Great Britain, which trade in pre-war times consumed a very large proportion of the Canadian production. This condition having ended, business across the water will again be done on profitable basis.

The U.S markets also are showing daily signs of improvement. Tanners in various sections have refused bids on various lots of leather that they would have been glad to accept a few weeks ago.

Bankrupt Stocks in U.S. Practically Eliminated

Owing to the financial condition of some of the leather houses of the United States the banks were forced to take over stocks of hides, leather in process and finished stock. It is a well known fact that most of this bankrupt material has been sold and that these so called, "amateur tanners" having sold their stocks of leather have again withdrawn from the leather business in favor of the more profitable business of banking. The banks naturally sold these lots at any price they could realize, which had a very demoralizing effect on the market generally as this leather was sold at prices far below replacement cost.

Keen Demand for Heavy Leather

For some time there has been an exceptional demand for heavy leather in all tannages and selections: shoe manufacturers, generally anxious to improve their product, have called for better material throughout. Men's factories formerly used leather ranging from 7-9 iron are now demanding leather 9 iron and up. This condition not only exists in Canada, but is universal. To quote from a New Zealand report of recent date, "Exceptionally keen has been the inquiry for heavy ox hides suitable for sole leather." and the fact that England has made recent inquiries for 14-16 lb. bends indicates clearly that the shortage of heavy hides and leather is universal. The average yield of Canadian steer hides produces only 30 to 40% of heavy gauge. Indications are that heavy gauge leather will be in very limited supply and in great demand during the next six months and with these conditions prices are not likely long to remain at their present levels.

The increase in the volume of business transacted during the month of September this year as compared with same month last year is a clear indication that confidence has been re-established in the trade. Raw hides have advanced about 20% to 25% since January and input of tanners has been on a very restricted basis for the past year simply because tanners could not see the possibility of getting their own back at to-day's leather values.

Leather a Good Investment

The position to-day is, that stocks of leather, particularly heavy leather, and extremely light leather for fine work are low. Then in addition to this, current prices would not permit replacement of sales, whilst the Autumn and Spring trade will most certainly create a greatly increased demand for sole leather.

In the face of these facts there cannot be any question as to what is the right policy to pursue by those either using or distributing sole leather. It is one of the best investments that we know of to-day.

Breaking it Gently

There was an accident at the mine and McCarthy went on the long journey into space, Pat was sent ahead to break the sad news gently to McCarthy's wife. Pat knocked. The lady came to the door. Pat says, "Are you the widow of McCarthy?" "Sure I'm Mrs. McCarthy," says she, "but I'm no widow." "The hell y'aint," says Pat. "Wait till you see what they're bringing up the stairs."

How a Modern Retailer Gets After Business in Montreal City

Sevlyn's, Limitea, Believe in Effective, Well-Lighted Windows; an Improved Disposition of the Interior of the Store; the Production of Restful Facilities for Customers; Catering to the Kiddies; an Exclusive Hosiery Department; Encouraging Salesmen to Build up a Personal Clientele; Striving to Promote Canadian Pre-eminence in the Footwear Industry

By the Montreal Editor of "Footwear in Canada"

In its literal application to certain things outside the province of this journal, it may be true that there is nothing new under the sun, but in the shoe business—in the more or less exact science of selling shoes to the general public—this trite observation is disproved daily.

It is a pleasing characteristic of the retail shoe business that we are always running up against something new in it—innovation in styles, in window dressing, in store-keeping methods, in selling attractions, and so on. It adds zest to the game to know that the trade never stands still—to realize that every day brings its own progress.

As the experience of the years is accumulated and developed by new and still more progressive generations, we are reminded that the most up-to-date methods of running a business may be so greatly improved upon in a short time that what is achieved to-day can only be regarded as a sort of stepping-stone to what may be accomplished to-morrow. And so it is necessary in this day of keen competition to advance with the times and keep track of what the other fellow is doing.

Time was—and well within the recollection of most of us—when the run of regular shoe stores in the average town or city was anything but an attractive place. Going back to "the good old days" of our youth we recall what an ordeal it was to buy new boots. We conjure back a vision of the severe-looking store of John Bunyan & Son, the mechanical windows of that establishment—with their display of forbidding if serviceable footwear, and our first acquaintance with that shoe clerk of evil memory who succeeded in convincing us that the most atrocious-fitting shoes would adapt themselves to our feet in time, either by expanding or contracting. We reflect upon our optimistic departure from that store—and our subsequent suffering. "Good old days," indeed!

It seems a far call from such an establishment to the up-to-date shoe store to be found in practically every main street of Canada to-day; and yet, as time is reckoned, it is little more than a generation. Times change—and we with time—happily.

During the period of our early martyrdom at the hands of John Bunyan & Son, someone offered the rising generation the disinterested advice, "Go west, young man." Many went west—and prospered; others remained to prosper in the east, and their descendants are still with us. There are wise men still in the east—and they are not all old men either. There are young men prospering—young men, albeit, old enough to recognize the fact that Prosperity, after all, is but the handmaid of Enterprise.

This story concerns some very young men who are giving the retail shoe trade fresh impetus in a business they are conducting on enterprising lines in one of the best and busiest locations in the Montreal shopping district. We refer to Maxwell Cummings, the proprietor, and Louis Lazarus, the store manager of Sevlyns Limited, 461 St. Catherine Street West, Montreal.

"Our first acquaintance with that shoe clerk of evil memory who succeeded in convincing us that the most atrocious-fitting shoes would adapt themselves to our feet in time."

When Cummings took over this store for the purpose of a retail shoe business in May of this year, he did so with the commendable desire to make the premises a credit to the exclusive location they occupied and to render the business really attractive to the high-class clientele it was desired to build up.

In the first place, he set to work to make the most of his windows. This was a point for especial consideration in view of the excellent position occupied by the store on the corner of St. Catherine and Metcalfe Sts. He saw that he got the maximum display space out of his two frontages. Then he got busy on a suitable background for his windows—something that would provide an artistic setting for the high-grade shoes designed to attract the passer-by. Your present-day shopper is a connoisseur of good windows, and so Cummings en-

Balance and dignity are conveyed in a first glance at the exterior of the attractive store of Sevlyn's Limited, Montreal. On another page we give a close-up view of the windows—interesting not only from the standpoint of detail, but from the comparison it affords between this impression of the store in the daytime and the windows as seen at night.

An interior view of the Sevlyn store, in which the all-glass show-cases are seen to advantage. Note the manner in which the chairs are placed—facing these show-cases, instead of the stock shelves.

gaged an artist to execute oil-painted panels for his background.

Next he looked to the spacing and draping of his windows and put in opal glass stands and other improvements. The general effect rewarded his efforts, as may be seen from one of the accompanying photographs.

At the outset, special attention was paid to the lighting of the store. The up-to-date retailer knows—and your up-to-date customer knows equally well—that a well-lighted store stands for cleanliness and efficiency. In the Sevlyn store, lighting offered but a small problem during the day, as daylight enters from three sides, but it was desired to make a novel and really effective display at night-time. This was done by the use of daylight lamps, installed by the Electrical Equipment Company, Limited, of Montreal The lights are carefully screened on the inside and are invisible from the outside, the resultant effect being in pleasing contrast with the painful glare with which we are all familiar.

The store itself gives one a pleasing impression upon entering it. One realizes that the floor space—some 3000 square feet—has been utilized most successfully from the standpoint of economy and selling efficiency The floor is divided into sections—each with a clerk in charge. The women's section is in front and the men's in the rear, while the children's department is upstairs on the mezzanine floor. The store furniture throughout is of mahogany.

Advantage of the All-glass Double-sided Showcase

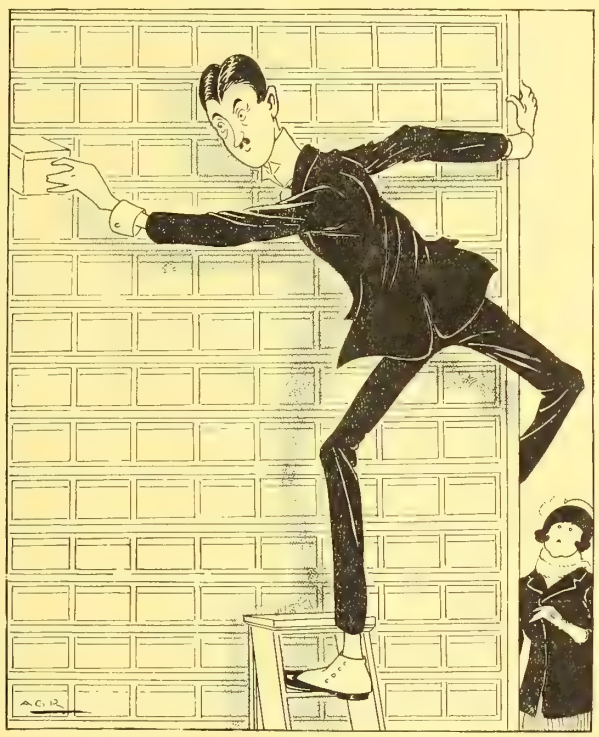
A little innovation which Cummings has introduced into this store is worthy of special note. He has installed all-glass double-sided show-cases, offering a display of shoes in every direction. The chairs are placed facing these show-cases—looking down the length of the store and in the direction of the show-cases, instead of at shelf after shelf of card-board boxes. The ladies—for whom the front of the store is set apart—enter the store with the idea of spending $12, try on a $15 pair, and depart with an $18 pair. This idea, at any rate, represents a fraction of the principle of confronting the customer with an effective display of shoes rather than with a formidable array of card-board boxes and with the shoe clerk's acrobatic skill in attaining the end box of the top layer.

The women are given the front section of this store because "Ladies First" is considered a good business principle. If the front portion were given over to the Men's Department, a portion of the store's casual trade from the ladies might be lost. Here the principle is that while the men do not seem to mind passing through the ladies' ranks, the ladies are apt to be scared away by the men. The ladies, indeed, have every consideration at this store. They have a shoe-shining department of their own, and a telephone room is set aside for them.

In the rear of the store a well-equipped chiropodist's parlor is conducted under the supervision of the management by Prof. Pierre LeClerc, a highly-qualified practitioner, employed on a percentage basis. This parlor has been patronized extensively by the store's customers, and its installation has been amply justified to date.

How Young Canada Is Provided For

In Sevlyn's they believe that the logical place to buy hosiery is the shoe store, and so they stock a wide variety of socks and stockings in the latest shades and textures. This is a feature of the business which it is intended to develop, and from which increasing results are looked for. The advantages of such a department in the up-to-date retail shoe store have been discussed at length in recent issues of Footwear-in-Canada.



This is the picture our cartoonist conjures up of "the shoe clerk's acrobatic skill in attaining the end box" of one of the top layers. Compare the attitude of the customer with the position she would occupy in one of the chairs shown in the lower picture on the opposite page.

Cash and parcels are handled expeditiously at Sevlyn's by the Lamson Carrier System.

Hosiery Department

The Children's Department, on the mezzanine floor, is worthy of more than passing mention. Cummings is a young man, but he has lived long enough to know that if you study the human element in the child you reach the human element in the mother—and sometimes even in the father. Only too often the matter of buying the baby new shoes is an ordeal both to the child and the parent. Cummings gets over this by entertaining the children in his store—by making them his guests. At the rear of their own special department he has built in an attractive set-piece of ferns and rockery, with a fountain in operation. A windmill turns merrily to the tune and motive of running water, and gold-fish disport themselves gaily in glass tanks. Inexpensive souvenirs—such as minature rubbers and balloons, are provided for the children.

The furniture on the children's floor consists of a special set of gray arm-chairs, varying from the requirements of an adult to that of a small tot.

Canadian-made Shoes by Example and Precept

The Selvyn shoe store caters only to a high-class trade. The principle of Canadian-made shoes for Canadians is encouraged as far as possible, and practically all the shoes sold are the product of our own factories. The policy is to proffer imported lines only when specific demand is made for them. Even then it is pointed out that the Canadian trade is fully equipped to satisfy the customer's most exacting requirements of style and finish—at a lower cost.

High-grade women's shoes come from La Parisienne Shoe Company, Limited, and for men from the Talbot

A close-up view of the Sevlyn shoe store—incidentally, a night picture which reflects credit on the photographer. Note the hand-painted panels in the background.

Another view of the interior. In the background may be seen the mezzanine floor, upon which the children's department is situated. Underneath are the chiropodist's parlor, customer's telephone booth, and ladies' shoe-shining parlor.

An Age of Young Men—as illustrated by Maxwell Cummings (left), the proprietor, and Louis Lazarus (right), manager of the Sevlyn shoe store, respectively the youngest shoe proprietor and the youngest shoe store manager in the Commercial Metropolis—in spite of which both have had extended experience in the trade.

Shoe Company, St. Thomas, Ont. Medium men's and women's shoes are furnished by the John Ritchie Company, Quebec, the Eagle Shoe Company, Limited, Montreal, and the Perth Shoe Company, Perth, Ont. Children's shoes are supplied by Getty & Scott, Toronto, and youths' and boys' by the John Ritchie Company.

The Personal Touch

In the Sevlyn store each individual clerk is encouraged to build up his own clientele. In this way the human element enters into all dealings with customers, and a feeling of specialized personal attention is imparted. The advantages of such a policy far outweigh the minor

How Young Canada is provided for at the Sevlyn Store—a particularly attractive corner of the Children's Department.

disadvantages of having an aggressive salesman leave, set up in business for himself, and take a portion of the trade with him. The firm aim first and foremost at giving the customer satisfaction, and they find this one of the best ways to produce it. Moreover, the confidence thus communicated to the shoe clerk invests him with a feeling of responsibility and a sense of partnership.

Summarizing the noteworthy points of this store—points which provide it with the stock-in-trade to attract and handle a high-class business in one of the best shopping locations in the country—we arrive at the following epitome: an effective window display; the tasteful lighting and furnishing; the distinctive layout of the interior; the hosiery department, with its harmonious appeal of complementary attractions; the provision of thoughtful conveniences; the human element in buying and selling; and last, but not least, the attractiveness of the children's department.

Canada is indeed a country of young men. Maxwell Cummings, proprietor of Sevlyn's, is twenty-four—incidentally the youngest shoe proprietor in Montreal. His earliest business connection with the shoe trade was made some eight or ten years ago. For three years he was employed by his father, David Cummings, owner of Eaton's Shoe Market, and proprietor of three shoe shops in Montreal.

The store manager of Sevlyn's and its assistant buyer is Mr. Louis Lazarus, who, being of the same age as Cummings, enjoys the distinction of being the youngest shoe store manager in Montreal. Despite his youth, Mr. Lazarus has had extended experience in the business and has already managed stores for the Lyon Shoe Company and for Roston Shoes, Limited.

The Sevlyn store anticipates a considerable demand for satins and for patent leathers this Fall and Winter, and in men's lines for brogues and oxfords. Spats in all colors are expected to be found strongly in evidence with the ladies' trade.

Progressive Montreal Retailer Puts New Life into an Old Store

In this Article the Reader is Told What David Cummings, of Montreal, did with Eaton's Shoe Market when he Acquired it; how he Placed an Old, Conservative Business in the Forefront of the Modern Retail Shoe Stores of this Great City

Ninety-nine times out of a hundred in the business undertakings of a lifetime it is far easier to make a conspicuous success of something entirely new than to achieve fame and fortune by taking up another's work in the hope of remoulding it nearer to the heart's desire. It is of interest to analyze any exception to the contrary—especially when that exception arises out of the particular industry with which we are identified.

In Eaton's Shoe Market, at 438 St. Catherine Street West, Montreal, views of which are illustrated on the opposite page, we believe we have just about as successful an example of the transfusion of new blood into the veins of an old business, as may readily be found in the body corporate of the retail shoe industry.

For years this old establishment had been running along conservative lines. No attempt had been made to modernize even the general appearance of the store. It enjoyed a certain established custom, and it pursued the even tenor of its business way undisturbed by the changes that were being made all around it.

Getting Rid of the Cobwebs

This was the state of affairs that existed when David Cummings acquired the business. Cummings at once recognized that a general overhauling must take place—and not so much an overhauling as the substitution of an entirely new set of ideas for old and exploded notions. He adopted the safe course of making the old ideas dovetail in with the new only where they would: where they would not, he threw them into the discard. He visualized a new plan—originated a scheme of construction as it were—and made use of what old material he could in translating his ideas into business actualities.

One of the first things Cummings decided to do was to put in a really effective new shop-front, with a central entrance. In order to arrive at the best possible solution of the problem a personal investigation was made of the up-to-date store-fronts in the larger American cities. From the best of the ideas a strong and distinctive plan—shown on the opposite page—was evolved. It will be seen that every inch of display space has been used—and without stinting the approach and entrance to the store.

Appealing to the Customer's Eye

Cummings places much emphasis on the necessity of good display, believing that in the shoe business goods are sold largely through the eye. Throughout the store there is evidence of originality. Something here or there arrests the attention of the prospective customer. The best models and smartest styles are grouped so that the contrast in quality may not detract from any one model. Well-worded and cleanly-written show-cards set forth the price and style to good advantage. Little suggestions of personal service meet the eye whenever one glances casually at the stock shelves. Nothing is left unshown that would help to set the prospective customer's mind in a buying attitude.

Cummings—being a live wire—believes in advertising. He will tell you that the retailer should take the utmost advantage of all legitimate publicity. He himself is a consistent user of the daily press, backing up that medium occasionally by direct mail appeal. In this connection he contends that it is fatal to mislead the public by exaggerated statements as to quality, and that the maximum benefit is derived from truthful publicity—a view shared wholeheartedly by "Footwear-in-Canada."

Only the Best Salesmen in This Store

The successful retailer appreciates the necessity of employing capable and courteous salesmen. Your salesmen of to-day should present a quiet, well-groomed, convincing sort of appearance. Such an appearance serves

When remodelling his store on St. Catherine Street West, Montreal, David Cummings evolved the idea for his shop-front and entrance from the best he saw across the border. Attractive, isn't it?

The transformation of the Interior of Eaton's Shoe Market effected by Cummings since he took it over.

to create the desired impression that he is thoroughly conversant with the general make-up of shoes and fashions.

It is Cummings' opinion that a good salesman is worth a good price. He has adopted this policy with all his help, and will go so far as to tell you that his employees are probably amongst the highest-salaried salesmen in the city. The principle of getting good men, treating them well, paying them well, and making them "deliver the goods" proportionately is one that successful men have found pays best in the long run. One can readily sense its application in this store.

Novelties in Ladies' Footwear

An entire new stock has been introduced, and an extensive range of novelty footwear in ladies' goods is shown. Special attention has been given to narrow widths in ladies' wear. In the past these have been somewhat difficult to obtain from the manufacturers. The new styles, while being still somewhat narrow, are of a more modified character, and are not so extremely pointed. Black patents and satins in novelties are already in great demand. In this store they have disposed of an enormous quantity of black satins, some beaded and some plain. In ladies' winter wear, there is an extensive stock of the new stylish oxfords and brogues for street wear. Contrary to general experience, there is still a strong demand for brown, although it is expected that black will ultimately supersede this color. For evening wear, plain silver and silver brocaded satins, with a modified heel somewhere between the extremely high French and the popular Baby Louis, are shown—and an extensive demand is anticipated. Another feature in novelties is the "Kidney" heel, which is something like the French heel, although not so high, with a wider base and straighter lines. These are expected to have quite a call in the Spring. Ladies' novelties are supplied by the Regina Shoe Company, Limited, and the Eagle Shoe Company, and staples by the Tetrault Shoe Manufacturing Company, Limited, Wayland Shoe, Limited, and the Standard Welt Company, Limited.

A Children's Department has been opened—in which special salesmen have been employed—salesmen who are accustomed to handling the kiddies. Every facility has been provided to amuse the youngsters during their shopping tours.

To keep in touch with styles, Mr. Benjamin Cummings goes to New York two or three times a year. This is an enterprise worth while when the knowledge gleaned is applied in a practical way to one's business—especially in a city like Montreal, where the trade is of an exceptionally exacting character owing to the heavy tourist business at all times of the year, and to the fact that for reasons known to the favored few the city is the Mecca of all Americans visiting this country.

The view of the interior of this store serves to convey, in a measure, the extensive character of the stock carried by this firm. A large and varied stock is regarded as an essential part of successful shoe retailing.

Every pair of shoes sold in the Cummings store is bought by Mr. Benjamin Cummings, who believes that where buying can be conveniently combined with managerial duties, it goes a long way towards the general success of shoe retailing. The principle is that the persons responsible for the success of any retail undertaking is the manager, and that in a great many instances failures have been attributed to poor buying. Further, that the success of a business is probably more in the buying than the selling, and that this applies especially to the shoe retailer, seeing that, after all, there is bound to be a specific demand for boots and shoes which can always be increased by judicious advertising and display. So that if the goods are bought right the possibility of the retailer's being pushed to the wall is practically eliminated.

Wherein there is hidden an old adage but a true one: "Goods well bought are half sold."

Ontario Shoe Manufacturers and Wholesalers Plan to Protect their Interests

Shoe manufacturers and wholesalers in Ontario, at a meeting in Toronto, Friday, September 30, 1921, took action to protect their interests, and the interests of honest retail shoe merchants, against those retailers who attempt to shirk their rightful obligations by unwarranted assignments and easy settlements with creditors through compromises.

A resolution was passed recommending to all shoe manufacturers and wholesalers in Ontario that, when any application be made to them for compromise or extension, the case should be referred to the Canadian Credit Men's Association for investigation and recommendation. By a second resolution, the meeting recommended that all cases of assignments be referred without delay to the Canadian Credit Men's Trust Association for a recommendation to the creditors and, in all cases where considered advisable, for the most searching investigation. This action is in line with the policy adopted recently by the manufacturers and wholesalers in the Montreal district and probably will be followed by similar measures by shoe manufacturers and wholesalers elsewhere in Canada.

The meeting appointed a committee to confer with the Canadian Credit Men's Trust Association and to report on the possibility of interesting other groups of manufacturers and wholesalers in a policy of adequate investigation of assignments, with a view to considerate treatment of all honest retailers, but the prevention of abuses and detection of fraud by the comparatively small but harmful minority of merchants, and the safeguarding of legitimate business interests.

Reorganization in Hamilton

The co-operative spirit is reviving in Hamilton, Ont. The local shoe merchants have reorganized their association and planning to get down to earnest work in the interests of the trade. With the following executive in the saddle, we look for effective action, and that before long: President, Will Batstone; vice-president, Harry Clark; secretary, Chas. Levinson; treasurer, Fred Kickley; executive committee—Messrs. Waugh, Finlay, Goldstein, Littner, Hendry and Foster; entertainment committee—Messrs. Ross, Wilson, Sutton, Smith, Sutherst, Garbowitz and Woods.

Didn't Keep Count

"Oh, Billy, am I as dear to you now as I was before we married?"

"Can't say exactly. I didn't keep any account of my expenses then."

L. C. van Geel, of the Tillsonburg Shoe Co., returned home on Sept. 25th from a three months' trip across the Atlantic, where he visited Belgium, France and Britain. Mr. van Geel believes in travelling by the most modern and speedy means of locomotion and "hopped" from London to Brussels by aeroplane.

What is the Outlook in the Shoe Trade?

A Survey of the Industry throughout the Country Reveals Encouraging Activity, both Wholesale and Retail, in Many Sections

The present business situation is rather a difficult one to estimate. There are a number of counterbalancing factors entering into it, which seem to have their effect upon practically every industry in the Dominion, though they do not apply equally in all sections of the country. The favorable factors are these: The retail trade is gradually gaining confidence that prices have reached a stable basis; retail stocks are reasonably low and have to be replenished; the public need shoes; the grain crop in the West is above the average. The unfavorable factors are: The unemployment situation; poor harvesting weather in the West At the time of writing we do not know just how far the last-mentioned condition is going to affect the value of the crops. Conflicting reports come to hand, some quite optimistis and others inclined to be cautious. If it finally turns out that the losses are not serious and that a crop larger than the average is garnered in, it is bound to have a beneficial effect upon business generally.

With reference to the shoe industry in particular, "Footwear in Canada" recently circularized a number of representative retail and wholesale concerns throughout the country with the object of finding out just how conditions were. It is gratifying to note that in many districts, a decided activity has become evident, and, on the whole, we think it may be said that conditions are on the mend.

Wholesale Trade

The Fleetwood Footwear Co., St John, N. B., state that the retail trade are not only beginning to buy for sorting but are placing for spring, and they believe that as this movement rolls along it will gather momentum and we will soon be back to the good old days of placing business. "We feel," this company says, "that the trade realize that the big decline is over, and that prices to-day are at a reasonable level."

From Halifax we hear that conditions remain practically unchanged.

Turner & Co., wholesalers, Charlottetown, P.E.I., write that while the past year has been rather depressing, this year's crops are much better than expected and a more optimistic spirit prevails. There has been a quite noticeable increase in volume of business and conditions appear to be quite normal.

From Montreal, Nathan Cummings the well-known wholesaler, writes that business throughout the trade is brisk and steady, that retail merchants are placing about 30 per cent. of their requirements, leaving the balance for attractive novelties as the occasion demands; that the general opinion is that prices are as low as they will go for at least six months; that retail stocks are, as a rule, low, and that a very satisfactory fall and winter trade is anticipated. "Business," Mr. Cumming says, "has improved considerably and week by week is steadily going forward. Conditions in the retail and jobbing trade are at the time of writing very favorable and I have no hesitation in stating that I do think 'conditions are on the mend.' On the whole I look forward to a splendid Fall and Winter season with exceptionally good prospects for the spring of 1922."

A somewhat similar view of the situation comes from Mr. J. A. Pelletier, of Montreal. Mr. Pelletier says: "I must say that it is easy enough to sell goods just now, but collection is away below normal. Stocks are low all round the country from Ottawa to lower provinces. Buying for spring will be about normal, but won't get much placing before January."

"July and August were quiet, but since Exhibition things have been improving," states the sales manager of one of Toronto's largest wholesale concerns. "There has been no really heavy buying, but moderate orders have been coming in, and there are some signs of activity in men's lines. We already have in hand some spring placing orders, which we regard as a hopeful sign."

Another well-known Toronto wholesale shoeman, Mr. Arnold, of the firm of Geo. Boulter, told "Footwear" that on a recent trip covering the smaller cities and towns in Western Ontario, he had found conditions encouraging. "I found the trade quite optimistic," he said, "and the situation generally in these smaller places seems to be better than in the big cities. With us, August was a very good month, and September is keeping up nicely."

Congdon, Marsh, Limited, shoe wholesalers, Winnipeg, state that if there is an early and fairly cold winter, business in winter lines should be very satisfactory, but they do not expect that the average country merchant will do more than buy his absolute requirements during this fall and winter. They point out that proceeds of the crop is now being distributed, which should tend to stimuulate business.

From Amherst Central Shoe Co., Ltd., Regina, comes an optimistic message: "We are finding a steady improvement in the shoe situation. Stocks are low, especially in the country districts. Since August 1, the sorting busines has been almost more than we can handle, and there is a general shortage of working shoes in the entire west. Spring placing is not very heavy, though better than we expected. We look for very good business during the fall and winter months.

Stevenson & Hoyland, Vancouver, give it as their opinion that the shoe trade has turned the corner. They point out, however that the retail business is having to content itself with smaller returns and that, as a consequence, the orders being placed are kept as small as possible. In view of the unemployment situation, they do not expect very brisk business in Vancouver during the fall and winter.

Retail Trade

" The shoe trade has been good, is good and will be good. Unemployment is unknown." This is the cheerful and cheering report received from Messrs. Alley & Co., Ltd., shoe retailers, regarding conditions in their city, Charlottetown, P.E.I.

W. W. Burleigh, of St. Catharines, Ont., reports that business has been very good in St. Catharines, up till July 1, since when it has been quiet, and it is very difficult to sell anything only low-priced shoes.

People have been wearing tennis shoes, he states, instead of leather shoes. With the reported opening of some factories which have been closed and the advent of cold weather, he looks for better things ahead.

The fact that the automobile business has been working on short time and wages have been reduced has been reacting upon the retail trade in Windsor, Mr. G. H.Wilkinson advises us. On account of the reduced wages, the public have been looking for lower shoe prices. Mr. Wilkinson says, however, that comparing business this year with a year ago, they are very little behind. He looks for normal conditions next spring.

Good Business in Ottawa

E. A. Stephens, Ottawa writes that "business is improving in Ottawa—we had a very quiet August, but September is showing a marked improvement over last year." The public, he says, are still looking for lower prices, however.

Gales & Co., Ottawa, state that they have been experiencing very good business, sales being ahead of last year to date. They have been following the policy of selling on a closer margin in order to secure the quickest turnover possible. They find "price" the main buying motive with the public.

The trade in London appears to be in a very good position. Johnston & Murray write that they find business as good as in 1920 and they think it is gradually assuming a normal condition. "As yet people have the money to buy what they want, when they want it, and they want real value for their money."

"Business has been decidedly quiet for past two months, but that will improve from now on," state Reilly & Reilly, regarding conditions in Welland, Ont. "There is less unemployment," they continue. "Factories are nearly all running full time, and some putting on night shifts. The public as a rule are look- for cheap shoes, but they want the quality, too."

F. Sutherland & Co., of St Thomas, write that crop conditions in their vicinity are fairly good, and that trade conditions are gradually coming to normal. It is necessary to sell on a closer margin in order to hold the business, they say, and the public are still looking for lower prices.

Warm and dry weather is responsible for keeping business quiet at the moment in Stratford, Ed. Paff writes us. Country trade, he states, is fairly good, but they are buying cheaper goods and "hollering" about low prices for their own produce. There is some unemployment in the town.

K. M. Stephen, of Grimsby, Ont., reports that he is selling about the same number of shoes as last year, but thinks that the demand for high-priced goods will be very limited this season.

"Business is looking better in Collingwood," states W. J. Honeyford. "The public is beginning to understand that shoe prices are as low as they will be for some time, and although trade is quiet, the buyers buy without much grumbling. Expect better fall trade than last year."

W.W. Levesque, of Magog, Que., states that business is quiet in his locality.

Record-Breaking Business

In St. John's, Que., the public is still talking low prices, but buying liberally enough to keep business on an increasing basis, according to advice received from Geo. St. Germain. The year 1920 was a record-breaker with Mr. St. Germain, but up ao date this year he is keeping ahead of last year's record.

Owens-Elmes, Ltd., Toronto, who cater to the most expensive class of trade, state that their business to date this year is ahead of last both in dollars and pairs, and their customers are buying without hesitation.

With H. & C. Blachford, sales have been running about the same as last year during the summer months. Warm weather during September, they say, has been delaying the fall trade somewhat, but they are quite optimistic as to the outlook for the new few months.

Geo. St. Leger, of the St. Leger Shoe Co., Toronto, who operate a chain of stores,finds no reason to complain of the trend of trade. The total business to date leaving out of consideration the big sale which the company put on in September 1920, is well ahead of last year, but it has been done on a smaller mark-up.

The people are buying only what they need in Winnipeg, states Mr. C. F. Rannard. Sixty per cent. are practising economy and buying according to price; 30 per cent buy what they need and secure merchandise of quality that will give satisfaction; and only 10 per cent. buy without regard to price, demanding the utmost in style, and high quality. Wet weather has interfered with harvesting, and this has created an economical tendency on the part of the buying public. For this reason Mr. Rannard does not look for a revival of keen demand in the immediate future.

L. J. Keighley & Co., Minnedosa, Man., state that the prospects for good business this fall are excellent, providing there is seasonable weather. Continued wet weather however, has been holding up thrashing operations. Trade during the summer months was very fair.

From Swift Current, Sask., E.E. Delany writes that unseasonable weather has been holding up thrashing operations, with the result that money is somewhat tied up, although business has been very good with him recently. He believes that business is getting on a more solid footing.

"Business can hardly be said to have reached a level as yet," states R. R. Steeves, of Edam, Sask. "The public still complain about prices and quality of goods—largely due to habit and ignorance. I look for good business during the fall and winter, as the good crop will do a great deal towards putting the public in a freer buying mood."

The medicine he needs is WORK

Western Ontario Correspondent Reports Excellent Business

That there is general improvement all along the line in immediate business, with every prospect pointing to excellent trade in the coming months, sums up the views of the men in the trade in London. Collections generally are reported very fair, much better in the country towns than in the cities. This is due the manufacturers state to the unemployment prevalent in the larger centers. Firms doing business in the West report trade at the present time rather slow as a result of bad weather conditions which delayed harvesting. The situation however is regarded as sound and good business is looked for as soon as the farmers start to get their money for their grain.

Retailers Optismistic

The retailers of the city are optimistic. London has suffered less from unemployment they say than any city in Canada and with a prosperous farming community at its back business is showing a stability that is most satisfactory. During fair week the largest crowds in the history of the exhibition were in attendance. Many of the visitors were farmers who motored in fifty or sixty miles and came prepared to stay for several days. During that time they bought for the coming months and the shoe merchants enjoyed an unusually fine trade. This was all absolutely cash business and that price was not the consideration it once was, was shown by the sales made, especially to the women.

Many Lines Scarce

"Business has been excellent" said the manager of the London Shoe Company to "Footwear In Canada" For immediate deliveries we are rushed and there is apparently a real scarcity of staple lines. For instance we are expressing goods to Winnipeg. That is not usual and indicates that retailers stocks are low. Fall and winter business promises well. We find that the retailers are placing substantial orders and are preparing to handle larger business. As far as prices generally are concerned we are looking for them to remain pretty steady"

Stocks Are Low

"Judging from the orders that are being placed retailers stocks are low, unusually low" said Manager McHale of Scott-Chamberlain Co. "Business has never been better with us than right now and our salesmen are looking for even better trade in the coming months. Reports I am receiving indicate that the retailers are changing their policy of buying from hand to mouth and are placing really substantial orders in anticipation of good business ahead. Our salesmen are a unit in predicting still larger business ahead and declare that it is due to open up in about a month. We find collections very fair. I see nothing to indicate any changes in prices. On the contrary quotations are likely to remain quite firm.

Ahead of Average

"Our business for immediate deliveries is considerably above average" was the report of Sterling Bros. "Orders are coming in steadily and in most satisfactory volume. Business for the winter promises well. We find the retailers in the country towns buying well and reports from the trade generally are optimistic."

Manager Jarvis of Murray Shoe Company stated that immediate business is excellent with every indications that winter trade will be very satisfactory.

"Western business owing to conditions is a little slow" he said. "But the situation is sound and when the farmers get their grain harvested and start getting returns from their crops they will be substantial buyers.

"Our country trade has been most satisfactory. We find collections fair, better perhaps in the country districts than in some of the larger centers. I expect the prices will be firm. There is certainly nothing to indicate any reductions."

Manager Connor of the Dominion Rubber System of Ontario reported excellent business at the present time with prospects for its continuance. Conditions in the farming districts of Western Ontario he stated are prosperous and this will be reflected in the trade. "There is good business ahead" he said.

Doing Good Business

"Our sorting business right now is fair and our placing business excellent" was the report of the Ames Holden McCready branch. "From now on we are looking for business to be good. We find collections better than usual and the outlook for trade generally is satisfactory."

Retailers Busy

Retailers report an excellent volume of business. By going right after trade with seasonable advertising and attractive window displays they are keeping their stock turning over and have no complaints to make.

"Business has never been better" said Hubert Ashplant of Hubert Ashplant and Sons. "Our turnover has been large and most satisfactory in every way."

Mr. Ashplant stated that he is expecting business to continue good right through the fall and winter. Ashplant and Sons are one of the largest and most consistent users of newspaper space in the city and frequently use page ads.

Brings Business

"Our advertising brings business without exception" said Mr. Ashplant. "Letting the people know about one's stock is the best way to keep it moving. Our window displays are also good business producers and we aim to keep them looking their best all the time."

Ira Owens of the Owens Shoe Store stated to Footwear that business has been very satisfactory. Mr. Owens has recently been making some interior changes in his store with a view to increasing his display space and the store presents a very attractive appearance.

London Retail Trade Optimistic

"Last spring and early summer's business with us in London was exceptionally good," writes an aggressive London merchant. "In fact in one or two instances shoe retailers are known to have put on big increases for this period. However the August business slowed down somewhat and a feeling of satisfaction was felt when the total sales reached the record of last year for this month."

"As we write the business of this month (September) is slipping somewhat behind last year. The Western Fair Week's business which was exceptionally good a year ago made a record that no one seemed able to reach. This is accounted for in two ways. Last year some of the merchants made special

efforts and coaxed the trade with "Fair Week Specials" with good results. Then again the extreme warm weather of this present month does not induce any action in seasonable trade. With the warm weather continuing as it has our customers have been able to wear summer footwear with the result that our fall business is still to come.

Optimism Prevails

"However, the situation is viewed with extreme optimism by the majority of city shoe retailers and with the early return of cool fall weather a vast improvement in business is looked for. In fact some are optimistic enough to believe it possible to make a nice increase over last fall's business, which was a record breaker for London retailers.

"We find the public buying very carefully and in some cases almost with suspicion. Many of the customers fail to appreciate the big reductions that have been made in the retail prices of footwear and still insist that prices should be lower. This seems especially true with the farm trade.

"This together with the demand of the unemployed for cheaper shoes makes quite a problem for the retailer to handle. However, as for the unemployed we are thankful that in London the situation is considerably better than in most of the larger cities and hence the problem is not quie as serious as some have to face.

Showing of Newport Samples

The new Fall samples of the Newport Shoe Co., Toronto, were on display at the King Edward Hotel during the two weeks of the Canadian National Ehibition. Some particularly attractive models for street and evening wear were shown. Among these, we might make special mention of a one-strap pattern with a circular vamp and foxing and a vamp and strap insert. This showed to particularly good advantage with black suede vamp and quarter and black satin vamp and strap insert. Another interesting model was a patent shoe for afternoon wear with three straps centre-buckled. There was also a variety of other interesting and refined models in which black satin, black suede, zinc satin, and patent were prominent.

Shoe Manufacturing Section of Montreal Technical School Planned

Mr. J. Daoust, President of The Shoe Manufacturers Association of Canada, is in negotiation with the Montreal Technical School with the object of establishing a shoe manufacturing section of the school. This is following up the resolution of the Association passed at the Quebec Convention in favor of such sections at the technical schools of the Province. A deputation which then waited on Sir Lomer Gouin received a very sympathetic hearing.

The idea is to train skilled workmen, and also to afford opportunities to men to secure an all round training that will enable them to qualify as foremen and superintendents. The present system by which men learn only one or two departments of manufacturing is prejudicial to a comprehensive knowledge of shoe-making, the result being that Canadian factories have to rely very largely on foremen and superintendents who have received their training in the States. We want more "Made in Canada" foremen and superintendents. It is believed that the technical schools will give facilities by which Canadians can qualify for these higher positions.

With this object in view, the co-operation of the trade unions will be asked—so that manufacturers and workmen can work in harmony toward the desired end.

The question of establishing a branch in Montreal will come before the directors of the Technical School and then before the Quebec Government. Later a committee will be appointed to discuss the practical side of the subject.

Should the branch prove a success, steps will be taken to establish a branch in the City of Quebec.

New Tannery Producing High Grade Splits

A company has been formed specializing in the output of high-grade splits. This company is doing business under the name of the Missisquoi Tanning Company, and is situated at Farnham, Quebec. The General Manager, Mr. A. G. Sim, states that it is their intention to put out some high-grade chrome splits especially adapted to meet the requirements of the felt shoe trade, and also quarter linings for the better class trade generally in pearl and fawn. The new company was inaugurated by the Russell-Sim Tannery Company, of Salem, Mass. to take care of their Canadian trade. The latter firm were doing business on this side to such an extent that it became necessary, in order to give greater service and satisfaction generally, to get a more convenient point of distribution, and the Missisquoi Tanning Company was formed to handle the Canadian demand.

The company lay stress on their ability to maintain consistent quality in shipments, and assert that they are in a position to duplicate leathers on repeat orders with the greatest exactitude. The confidence that they can secure uniformity in leather shipments is a point of great importance to the manufacturers.

The Business Outlook in Winnipeg

By W. W. Kendall

Indications at present and for some time past point to business conditions fast getting down to a normal basis, and that the attitude of the buying public is changing; by this I mean that most people have gotten over the idea that prices on all commodities must reach a pre-war basis before they would buy, and are beginning to realize that, while prices have dropped on most lines of merchandise considerably within the past year, it will indeed be a long time before prices get back to anywhere near the pre-war level, if ever, as even before the war, prices gradually began to soar on shoes and the gradual increase was augmented by war-time conditions. As to just what level the decline in prices will reach in the retail shoe trade, it is impossible at present to forecast, but one point upon which most people connected with the shoe industry are unanimous, is that shoes will not be sold at pre-war prices when they do arrive at their lowest level. I attribute in a great measure the success in the effort to stabilize conditions to the retail merchant and his salesmen, by their close study of business conditions and the passing on of their knowledge to the consumer, but must say that in the past they have not been aided by some of the papers in their different towns and cities.

The effect of unemployment on the shoe trade is something that is impossible for me to fathom, as there is very little of it existing in Winnipeg. I do not think it has any material effect on the retail shoe trade here.

Winnipeg Shoppers' Exposition Proves Big Success

One of the greatest expositions and parades ever held in Winnipeg took place during the week of September 26-October 1st., with the idea of showing the public that the high cost of living is now well on its way down the tobogan slide.

The Board of Trade Building was the scene of the Exposition where about 100 retail merchants were displaying their goods, each article showing this year's price, compared with that of last year.

One of the outsanding features of the Exposition was the "Styles Promenade," where about seventy-five living models were displaying various garments at intervals during the day.

The Princess Pats band was in regular attendance both afternoon and evening during the week. Another added feature was the showing of moving pictures and interesting lectures, one of which being a "Lecture on Footwear."

Lecture on Footwear.

That the price of footwear would never again go down to the pre-war level unless everything else dropped to the same old figure, a thing which even the most optimistic could not hope for, was the opinion expressed by Arthur Congdon, president of Congdon Marsh Limited, wholesale shoe dealers, in the course of a short address delivered in the Forum of the Board of Trade building, in connection with the exposition. Answering the question which he said was often asked, why the price of shoes was so high when the price of hides had dropped to so low a level, Mr. Congdon remarked that first, few shoes and boots today were manufactured out of what was commonly called "country hides," skins of the cow or ox. People did not buy that class of footwear now-a-days; they wanted the better grades made out of kid, calf and other higher quality leathers. Secondly while the price of ordinary hides had dropped very materially all the other costs were very high and some of them were still going up. No less than 80 per cent. of the cost of boots and shoes was for labor.

The abolition of the bar, said Mr. Congdon, had resulted in a tremendous increase in the demand for children's boots and shoes and for footwear of that nature of a far superior quality to that purchased some years ago.

The boot and shoe retailers of Winnipeg whilst not large exhibitors at the Exposition, the reason being on account of short notice, had several very fine displays of footwear. The principal exhibitors were Pococks Ltd., Regent Shoe Store, the Portage Boot Shop. These firms were showing a large variety of styles and colors, most of the shoes moderately priced which were given great prominence.

A float that attracted much attention in the Winnipeg Promenade

On Wednesday, September 28th., a "Promenade of Progress" was staged in connection with the Shoppers Exposition, and many thousands of Winnipeg citizens lined the principal streets to see the finest and most gorgeous parade ever held in Winnipeg. Mayor Parnell proclaimed a half holdiday in order to allow everyone to see the parade of parades. The sidewalk were packed, while the office windows facing on the route were filled. The parade was made up of various sections, such as the shoe section, ect., no individual firm being allowed to advertise their name. The footwear section was one of the principal and most elaborate in the whole parade. It consisted of five large floats, all having the same style of decoration, viz., white tissue paper in narrow strips which covered the entire floats. Each float was driven by a shoe merchant. One of the floats in the shape of a large shoe received a great deal of attention. The shoe trade of Winnipeg are to be congratulated upon their splendid showing, as they worked day and night for a week to make their section one of the best, and they certainly could not be disappointed with the results.

The retail show stores of Winnipeg are following up the campaign, "that your dollar will buy more today than in 1920," with good displays to this effect in their store windows.

The Regent Shoe Shop and Pocock's, Ltd., had attractive booths at the Winnipeg Shoppers' Exposition.

Good show cards put life into your windows. Above are some timely ideas . Art Sign Studio, designers

New Quarters for Children's Shoe Mfg. Co.

The Children's Shoe Manufacturing Company have removed to commodious and well-lighted premises at 37 Colomb Street, Quebec City, where a warm welcome awaits visiting jobbers and retailers. On the occasion of a recent visit by a representative of "Footwear-in Canada," Mr. G. E. Carpentier, the general manager, spoke hopefully of business conditions and appreciatively of the recent changes his firm had made. The Children's Shoe Company have an excellent line of staples which they have considerably extended of late in anticipation of greately improved trade. They now also have a varied assortment of womens, misses, boys and youths' medium lines in addition to their regular stock of children's shoes.

Importance of Uniformity in Oils Used by the Tanning Trade

Getting consistent results in the tanning trade is largely due to the extent upon which the tanner can rely upon the grade of oil he uses. Consequently the standardized oil, subject to chemical test by the manufacturer before delivery, is a product most calculated to be in demand. There are numerous formulae used by the manufacturers in this country to produce certain grades of oils, but it is only such formulae as have been in existence a number of years and are proven to be a success that are relied on to any extent by the trade. A new oil made from any new formula is about the most difficult thing in the world to sell a tanner for the simple reason that he has become used to his source of supply, and if he can rely on same hesitates to change and so run the risk of doubtful results. This works both ways, however, for once a tanner is sold and satisfied, his custom can be relied upon by the oil and grease people as long as they continue to supply uniform shipments.

Two years ago the Canadian business of the Salem Oil and Grease Company, Incorporated, of Salem, Mass., grew to such proportions that the executives of the company decided it was necessary, in order to give their Canadian trade greater service, to open a Canadian factory. The Salem Oil and Grease Company of Canada, Limited, whose plant is at Farnham, Quebec, is the outcome of the American Company's decision to manufacture in this country, and has been in existence now for two years.

We have had the opportunity of looking over this plant and talking with general manager, Mr. P. L. Coombs, who tells us that it is the policy of the company to buy all their raw material as far as possible in Canada, and in some cases they even pay more for it than they would have to in other markets. Of course there are some things that are not obtainable in this country and for these they must go to foreign markets. The firm stand behind all their sales to the extent that if what they sell the tanner is not as purported to be by them, they wlll take the delivery back, or if the delivery on a repeat order does not come up to the standard of the initial shipment, they will give credit for same. There would not appear to be much chance, however, of varying supplies as each batch of oil is subject to a laboratory test.

From a casual inspection of this company's laboratory, it is apparent that all shipments are subject to rigid tests in order that they may be uniform on previous lots. Great emphasis is laid upon the standardization of their products by Mr. Coombs, who says that in his opinion this is the secret of success not only to the tanner but incidentally to the people in the oil and grease business. This firm is equipped to supply oils to the tanners' specifications. In fact it would appear that much business is done on these lines by them. Being situated at Farnham, Quebec, the Canadian company is in in an excellent location as regards economical and speedy distribution of output, which gives the tanners the advantage of not having to carry such a large stock because he can always rely on receiving prompt shipment of orders.

How Juvenile Footwear Business Has Kept Pace With Demand

By CLAYTON E. HURLBUT

Civilization progresses. Evolution of mankind is a constant process, an upward and onward movement, marked by a constant desire for that which is more perfect, more suited to fill human wants and necessities, more certain to improve the body and mind and the conditions under which body and mind exist and develop. All of which we do not see or realize every day, but none the less the truth is there, underlying our motives and actions and forming our guiding principles in all activities.

And unconsciously, this truth has a direct bearing of far-reaching importance in the progress of modern business. The desire for better and healthier surroundings, greater conveniences of daily life, facilities for ease, comfort and individual progress must be reflected in trade, for the life of trade is to supply to the people--civilization at large--whatever appears essential to the people in their process of development, of evolution.

Were To-day's Necessities Yesterday's Luxuries?

We often hear that the luxury of yesterday has become the necessity of to-day, but when analyzed, the statement means nothing more or less but that these were never luxuries at any time. Simply, business had not progressed to a point where these so-called luxuries could be placed at popular disposal at a moderate price. The study of human requirements had gone on apace, to be sure; scientists continued their investigations and followed these along with their recommendations; publicity did its share in the education of the public, and business followed pace with the general trend--the process of evolution. Business became itself more scientific, and continues the process.

What is the result? Simply this--the people at large are to-day familiar to a greater degree with their actual needs than they were in the years gone by. Importance of the proper filling of their needs has been brought to their attention by forceful methods. What they were wont to consider luxuries they discovered were at all times necessities of life. And as the facts have become more apparent, the demand for these so-called luxuries has increased-- and popular demand is a factor for business development which shrewd business men are quick to grasp and develop.

Success Depends on Keeping Pace With Demand

So business expands, and so business men succeed or fail--exactly as they keep pace with popular demand. The records in any line of business will demonstrate the fact that those men who have catered to the changing demands of the public and met the requirements with merchandise at fair prices have experienced the greater success. On the other hand, those who have not recognized these changing standards of life, but have continued with antiquated methods have been passed in the race, dropped out or fallen into a position which is secondary at least.

Has all of this an application to the business of retailing shoes? The answer is obvious; of course it has. The retail shoe business of to-day and that of fifty years ago, or even fifteen, are not open to comparison. Stocks have changed; so have buying and selling policies. The modern shoe store has an entirely different appearance from that of years ago, and the policies under which modern retail shoe businesses are conducted, with service as a central factor, are matters of which the retailer of not so many years ago had scarcely dreamed.

For many of these changes and this progressive development the retailer alone deserves credit. But at the same time, the manufacturers of shoes have had much to do with the new order of things. In many respects they have been pioneers in developing the shoe business to its present high standard of efficiency and have encouraged the retailer in his desire for new and better business. Improvements in the methods of production have been a factor, but a far greater factor has been the interpretation by the manufacturer of the constant demand for a better order of things and his assuming the lead, in many cases, to fill this demand—and through the retail stores.

Progress in Catering to the Children's Needs

Development in the business on footwear for growing children is a fair illustration of this changing order of things, and while not yet perfect, it is a portion of the shoe business in which remarkable progress has been made--because of popular demand.

Think of the day when you and I were boys. Father came home with the pay envelope on Saturday, and mother took the pay envelope, the market basket, and the children and started out to do the shopping for Sunday. The children needed shoes and the first stop was at Mr. Jones's, for the family all bought shoes there. Mr. Jones met mother and the children at the door, shook hands, patted the children on their heads, inquired of the family health and learned that the object of the visit was shoes for the children--something cheap with lots of wear. A young clerk then took charge, escorted mother and the children over to the long green boxes which were a part of the counter and shelving arrangements, seated the family and made inquiry as to the sizes. If they were sevens, he opened the seven drawer and drew forth a pair of shoes, heavy, uncartoned, and tied together at the heels with a string. He did not ask the width--there was no such thing. If the shoe was a little tight, he promptly produced an eight, for there were no half-sizes. The heavier the boot appeared, the better mother was pleased for that was the indication of service. If the boots squeaked, that satisfied the children--for what was the use of new boots if the squeak was not going to be present to advertise the newness when the family entered church or Sunday school on the morrow. There was no thought of fit; so long as the boots did not hurt, they would answer provided they were cheap. Finish, nicety of style, assurance of comfort, were minor considerations.

Overdrawn? Yes, perhaps, but indicative of the lack of understanding of the children's requirements and the positive harm that might result. So long as the shoes were cheap and looked as if they would give

long wear, mother was satisfied. So long as mother was satisfied and there were plenty of sales, the retailer was satisfied--and rightly so.

Health Becomes Factor in Buying Juvenile Footwear

But--during these years civilization was not standing still and improvement of conditions was a natural desire. Science was busy; so was publicity--and becoming busier than ever. Medical men were devoting more attention to the prevention of bodily ills than to the cure. The importance of correct development of growing feet was becoming more apparent because of the prevalence of all sorts of foot-ills among people of more mature years. Orthopedics was a growing specialty with medical and surgical men--resulting in a gradual popular demand for something better and more scientific in shoes for growing feet. Organizations whose object was improvement of the general health of the public were springing up and devoting attention to children's feet and children's footwear. Incorrect fitting or lack of fitting was the cause of many evils. The coarseness of manufacture was another. Agitation was going on for improvement—more popular demand. The health of the child was becoming the factor in purchasing children's shoes; price was becoming secondary, so long as it continued fair. Correct dress for children was becoming esssential, just as it was for mother.

Manufacturers sensed the change and followed the demand with improved styles and better construction, keeping an eye all the time on the health feature. Widths came in; so did half sizes. Boots without nails or tacks, finely constructed of better leather, soft and pliable, made their appearance at prices which were fair.

Alert retailers were also alive to the situation and began to change their buying and selling policies, in conformance with the demand. It must be admitted that the change was not an easy one in all cases; there was in fact, considerable skepticism, and some still remains based largely on a belief that good shoes for children would not sell because of price.

Price Vs. Fulfillment of Demand

Well, civilization progresses. And if the demand for better things is genuine (and it cannot be denied) then price is not the first factor in the sale. It must be fair; that is all. As a matter of fact, the retailer who understands the demands of the public does not sell on price, but on the fulfillment of the demand. He talks very little of price and mostly of good and correct merchandise. He falls in with the general trend of popular opinion and makes the most of it--and with most customers he has a sympathetic audience. Not in all cases, but where price controls the situation, the selling effort is largely at fault. Price may be made to control an immediate sale; service and careful attention to the best interests of a customer are more potent factors, however, in the development of permanent business.

There is still room for development--plenty of it--in the children's footwear business in Canada. The needed material is all at hand. Canada produces to-day the finest grades of shoes for growing children, all that is required to meet the increasing demand. The public is in a receptive mood, educated on the real requirements of the children, and becoming more so every day. Progressive retailers are selling better grades and giving more and more attention to proper fitting. Improvement is very much the order of the day --and it is paying dividends. And retailers are learning that proper attention to the business of growing children and satisfactory service to meet their requirements are producing fast turnover--the basis of profits in any business.

Eagle Sales' Staff Report Livening Demand

It is gratifying to hear from the Eagle Shoe Company, Limited, Montreal, that their sales staff is experiencing increased activity in the shoe trade. Reports from the road in different sections of the country show a stiffening in the demand for staples, of which the firm carry a wide assortment, while new Spring samples are going exceedingly well. One of the firm's best sellers at the moment is Frank W. Slater's "Strider" Gypsy Sandal, a low shoe designed on pleasing lines made up in patent leather, tan calf, and white suede. The Eagle Shoe Company have an attractive illustrated catalogue and price list well worth the retailer's perusal.

Agent of British Concern Changes Address

Mr. A. J. Machin, representing I. Rappaport, Limited, London, England, manufacturers of men's and women's Pullman slippers, also spats and overgaiters, and Joseph Dawson & Sons, Northampton, England, makers of men's fine welt shoes, has changed his headquarters from 2401 Clark St., Montreal, to 53 Cedar Ave., Hamilton, in order to be more centrally located to the trade. Mr. Machin set out early this month for his fall selling trip, carrying fall samples specially made for the requirements of the Canadian trade.

Owen Sound Has Fine New Shoe Store

One of Toronto's oldest shoe retail concerns, the Carey Shoe Company, whose stand opposite the St. Lawrence Market has become a landmark, is demonstrating a youthful spirit of enterprise in the extension of its operations. Mr. A. C. Carey, the junior member in this concern, is opening a new and up-to-date shoe store in Owen Sound. The premises, in the Vickers Block, measure 90 ft. x 23 ft. inside measurements, and are being fitted with all the equipment necessary for the operation of a modern footwear establishment. The store front is quite a feature, and stands out as the finest in the district. A fine stock of footwear has been bought, and the firm will cater to the requirements of the medium class trade.

An Historic Concern

Many of the greatest men of all time have risen from the humblest circumstances. Dickens, the famous novelist, is an outstanding example of this. In his early years he worked for his living in a blacking factory, his parents being negligent and improvident people, who had not the discernment to see that their son had the characteristics of a genius. It is very interesting to note that the plant in which Dickens worked was that of Day & Martin, and in his writings reference is made to the days he spent there. This concern has a touch of the historic about it, first because it had the distinction of employing one of the greatest of England's novelists in its works, and secondly because it has been in existence for over 150 years, having been established in 1770. It is operating to-day, in a big way, and its product is now on the Canadian market.

FOOTWEAR FASHIONS

A woman's costume is a work of art, and her footwear is the finishing touch that heightens or spoils the entire effect. How harmoniously these strap slippers blend with the ensemble. They have a black suede vamp, with patent quarter and tip and white kid collar and strap inserts. The shoes are by Geo. A. Slater, Ltd.

What a range the modern woman has to choose from in footwear styles, whatever her tastes may be! Milady would be hard to please if, in the above selection, she could not find something to suit her fancy. The Myles two-button strap, in black suede, is conservative but smart, and in the Newport satin two-strap (lower right) we have further evidence that black footwear need not lack interest. Notice how effective a decoration the steel beading makes. The brogue pattern is another Myles production, combining practicability with the necessary flavor of style. The Scroggins patent one-strap is particularly suited to the needs of the "flapper" and will please her eye as well as her foot.

The shoe has become the focal point in a woman's attire, and, by a process of education, we may be able to place an equal emphasis on men's footwear. Distinctive styles, attractively presented, are the essential. Above are some interesting examples of recent productions by Canadian shoe manufacturers. In the centre we have an A.H.M. man's shoe in brogue pattern, pleasingly suggestive of the out-of-doors. Below is a striking tongue effect from the Medcalf line (Nursery Shoe Co.), in white kid and patent. The two-strap shown above is another Medcalf model, shown in brown kid.

Patent and black satin are among Fashion's favorites, and the indications are that they will be features of the shoe style situation for many months. That they lend themselves to "styleful" effects is demonstrated in the above illustrations. The three-strap centre-buckle model in the centre (Newport Shoe Co.), while free from any suggestion of loudness, immediately attracts the eye, and the patent and white kid design (Getty & Scott) also makes a very effective combination. Refinement characterizes the black satin one-strap shown below—this is another Getty & Scott model.

Feminine tastes and habits vary widely. One woman wants to wear pretty, fanciful footwear all the time; another, of a practical turn of mind, will reserve it exclusvely for formal occasions. The shoes with which our model appears so pleased are of the fanciful type. The cutter has exerted his originality to produce a distinctive pattern in tip and quarter, and a dash of color is added to the brown suede and kid combination by the use of green silk piping. This is one of the latest designs by Geo. A. Slater. The shoe shown in the insret forms a contrast; it is decidedly "sensible," but how well it would look with a smart walking costume or sport suit! It is shown by Ames-Holden-McCready.

Mr. Shoeman, let us introduce you to the O. & E. girl. Delighted, we are sure! Though she seems so demurely unconscious, full well is the young lady aware that her feet are the object of admiring glances—for does not the art of the shoemaker enhance the graces of nature in this refined interpretation of Dame Fashion's recent fancy, the moccasin sandal. Shoes by Owens-Elmes Mfg. Co.

Smartness characterizes this three buckle effect in patent.
By Regina Shoe Company.

A two-button, one-strap pattern in black patent
By Daoust-Lalonde

"Strider" Gipsy sandal in white suede; also shown in patent leather and tan calf.

Something new in footwear materials. The uppers of these shoes are made from Alexandre's Broadtail Shown by Fur-Ever Footwear Corporation

The Juvenile footwear business is at last coming into the prominence it deserves, and shoe manufacturer and merchant to-day can, and must, offer the public, children's shoes that are conducive to the child's health, and at the same time satisfy the parents' ideas with regard to good appearance. Above are three examples of the excellent type of juvenile footwear that is now being produced by Canadian manufacturers. They are shown, respectively, by Getty Scott, the Hurlbut Co., and the Nursery Shoe Co.

Dame Fashion Still Says "Straps"

No Indication of any Radical Change in the Style Trend as yet, but Keep Your Weather Eye on Fashion's Barometer as the Season Advances

"What will be good for spring?" is a question which, some seasons ago, did not seem to be an impossible one to answer six months ahead, but today it does not seem safe to make any definite predictions. That straps will be popular for several months to come seems assured, and that there will be quantities of them sold next spring is likely enough. That, however, does not answer the query at all satisfactorily. What the shoeman would like to know is: What will the big city stores be featuring in their windows next April? It may be straps, but—a year ago shoe merchants were talking oxfords, and ties, and French-American cut-outs, and sabot pumps, for spring,—and then straps arrived in midseason, and when spring came the rest of the family found themselves rather in the background.

Straps have not yet been used to the limit of their possibilities. They lend themselves to variety and originality in design, which is the secret of style longevity, and the shoe trade owes them a debt, for in combination with the short skirt, they have been instrumental in placing an emphasis on style in footwear which is probably unparallelled in Fashion's records.

Some U. S. Features

The situation at the moment, therefore, is that straps live and are likely to for some considerable time. In States, there seems to be a tendency to introduce the novelty stimulant by the production of extravagant patterns. One, two, three, four and even up to five straps are seen in almost unlimited variety, and cut-outs are still a strong feature on the quarter and above the shank. "Chicken boots" 5½ inches high with four, five and six straps are a recent arrival, but whether they will stay is not yet determined. "Salley" sandals have been running strongly in the big cities in the States and will most likely have their call from the younger set in Canada. The same will probably hold true of the moccasin sandal, though in its original and undiluted form it is really not an artistic model. "Toddle" oxfords are another U. S. innovation. This is a patent

Straps will have continued popularity with the younger folks

oxford, with plain toe and walking heel, which shows signs of winning widespread popularity and is talked of as sure thing for Spring.

However, the Canadian trade is just a little bit different from the U. S. trade. What goes on Broadway will not necessarily go in Winnipeg or Toronto. In the very best class of trade there seem already to be some indications of a reaction against fanciful patterns in straps; they are looking for the plainer designs in order to escape from any possibility of the reproach of "commonness." What will be their next choice, or what will be produced that will meet their tastes? Tongue pumps? Oxfords? It is difficult to say. One thing seems sure, however, they will look for something new next spring.

Of course, it must be remembered that "the very best trade" is not the whole trade, and while that particular class may evince a little restlessness, there are other "sets" which are quite satisfied with the prevailing styles and as yet are making no demand

Blacks will predominate this fall

for anything more than variations based on the present mode. This condition will in all probability continue for many months.

Black Still Predominates

As to colors, black seems certain to dominate the situation till spring, unless the manufacturers, finding that lack of color is deadening the ladies' interest in footwear, seek to create a diversion. This forecast is based on the general composition of the feminine wardrobe as well as on the present designs of the shoe manufacturers. Patent is still a leader, with black suede also in evidence.

Heels are finding themselves depressed except for evening slippers. The Baby Louis is making a bid for the centre of the stage, and the Baby Cuban is also showing signs of probable popularity.

There are no evidences as yet that the French stubby-toed last will win its way into the heart, or onto the foot, of the Canadian woman.

What Some of the Manufacturers Have to Say

"Footwear" has been in touch with some of the manufacturers of high grade turns and as this type of shoe is always on the band wagon in the style parade their opinions as to what is "good" are worth attending to.

One manufacturer whose shoes are gaining a widespread popularity with the highest class of trade states, that black satin and patent leather are the strongest features of the business at the moment, with brown satin also much in evidence.

"The best people," this shoeman states, "are looking for the plainer shoes. For afternoon, this class of trade will favor dull kid, black satin and pat-

Russia calf oxford, perforated vamp and saddle, Cuban heel. By Rice & Hutchins.

Brown kid oxford, imitation turn. By the Holters Company.

Tony red calf straight lace oxford, imitation saddle vamp. Welt. By Rice & Hutchins.

ent, with single narrow straps. Shoes with underlays will undoubtedly be popular with the younger people for some time. Sally sandals, with three straps, are likely to be a feature with latter class of trade. There is not much evidence, however, that the conventional type of moccasin sandal will make any great headway, for it lacks the artistic lines that appeal to the feminine eye.

"Except in evening shoes, the trend is all toward lower heels. There is a strong inclination for the Baby Louis, and it looks as if they will be popular through the late fall and early spring. For walking shoes, the mock welt with Baby Cuban heel should be a feature.

"In my opinion, the shoe retailer will also be well advised to stock some beaded tongue pumps to meet the tastes of the ladies who 'know'."

Another manufacturer, who has had long and wide experience in the shoe game and is known throughout Canada as an expert in his line, states that the big selling shoe to-day is the one-strap with distinctive lines. "Two and three straps are also finding place," he says, "but the one-strap is the feature. The Sally sandal will have a call from the younger people, undoubtedly—and the particular pattern in this style which I think will be most popular will show two straps with two small cut-outs on each side of the vamp. The three-strap on centre buckle is also very good.

"As to decoration, steel beading lends itself to very attractive treatment and is taking very well with the ladies. Fancy stitchings do not seem destined to achieve much popularity.

"The influence of the French last is not being felt to any degree in Canada. The medium vamp, 3-5/8", looks right on the foot, and gives a grace of outline impossible to secure with a stubby-toed last. It will therefore have no difficulty in holding its own. Some time ago this firm did produce one model based on the French last, but, though the design was very attractive, the retail trade did not appear to believe that this type of shoe would appeal to their trade.

"Covered Baby Louis heels are a strong feature of the style situation in turns just now. Some 14/8 Cuban heels are shown in turn shoes for walking, but these are not having a great demand. For dancing and evening wear, the full Louis, 17/8", holds sway, as it undoubtedly always will. The Junior Louis with straight back has not proved to be a success."

"In materials, we find black satin and zinc satin, beaded, and plain silver cloth, are particularly popular for evening wear, and black suede, in one-straps, with steel beading, is also prominent. For afternoon wear, patent leather is featured strongly, and two-straps in black kid and black suede also prove popular and attractive models."

Three striking models from the summer fashions of the Dominion Rubber line.

Imitation brogue oxford, in chocolate red calf. By Dupont & Frere.

"The Brute"

Something new and interesting in a men's brogue oxford. By Scott-Chamberlain, Limited

A Standard Welt men's oxford model. Note the interesting features of the pattern.

Norwegian calf bal. Shown by T. D. Barry Co.

This imitation brogue effect with recede toe gives a smart but refined appearance By Dupont & Frere.

Black Norwegian brogue oxford. Half wing tip. New pointed quarter pattern. Shown by M. N. Arnold Shoe Co.

A new and effective model by the Corson Shoe Mfg. Co.

"The Pippin"

A Scott-Chamberlain oxford in a conservative but interesting pattern.

Norwegian calf oxford. Tip and vamp pinked and perforated. Stitched heel seat. Shown by T. D. Barry Co.

Snappy design in a men's oxford. By Watson Shoe Co.

A smart staple By the Williams Shoe Limited.

Trend of Women's Shoe Styles in U. S.

Patent, Black Glazed Kid and Black Calf Probable Features of Spring Selling—Large Percentage of Sales will be in Military and Cuban Heels.

By FRANK X. O'BRIEN
Vice President, The Holters Company.

Style is the propelling force back of the activity which creates the women's shoe industry of the world. Style is therefore the principal element upon which depends one of the largest industries, with a production running into billions of dollars. It is even more important than necessity and utility.

The Influence of Paris Fashions

For a great many years Paris has been the style center, the source of women's styles, and the home of style creators in women's wearing apparel, but only in a measure have we followed Paris as an originator of stylish footwear for women. When seeking information on the style tendencies each season we go to Paris and find out what is considered the trend there as regards wearing apparel, which, of course, has a great bearing on the relative amount of production of boots and low shoes in this country, and has had at times a tendency to regulate the length of vamps.

Yesterday Paris was showing and wearing almost knee length skirts, but today we find that in the French Capital they are wearing skirts a great deal longer; in fact they almost come to the ankles. This condition applies more particularly to dresses and, as stated, is strictly a Paris lead.

Longer Skirt Tendency Appearing in U.S. Market

The tendency, however, is gradually creeping into the American market, and while the long skirts are not yet succeeding the present short length as is the case in Paris, we believe the change is inevitable. The trend in wearing apparel also leads us to conclude that if the dresses of the lighter materials are longer, the ordinary suit skirts worn by women on the street will undoubtedly follow to some degree.

Footwear fashions have progressed so that today woman can cover her feet attractively, and it is the aim of every moman to be shod in the latest style she can obtain. She can now feel that she is up-to-date without wearing something that may be called freakish. She can wear shoes that are in style whether she remains at home, whether she be in an office or at an evening function, for there is a style for every occasion.

Large Demand for Military and Cuban Heel Effects

From what we can see in the closest following of our own business and watching the higher grade lines, we believe we are not wrong in coming to the conclusion that at least 75% of the women's shoes sold in this country will be in military and Cuban heel effects in brown and black.

Up to the present time brown calf and brown kid have been extremely popular, but within the last sixty days we have seen a decided increase in the demand for black low shoes in military and cuban heel effects, and a wonderfuly increased demand for black satin straps with baby and junior Louis heels. The demand for black suede and patent leather low shoes has also been very marked. In the young women's trade the trend for early Fall seems to be very marked on Norwegian calf in brown and black, also patent colt in inch to inch and a half heel oxford effects, principally in plain toes with soft box, although there is a demand for these same materials in a regular tip oxford without any box in the toe. The demand for high shoes has not shown any notable increase as was anticipated.

Cold Weather May Cause Shortage of Women's Boots

We do believe that if around November first we should have a severe cold spell that it will find the majority of retailers in the northern section of this country short of brown and black boots in military and cuban heels. Of course, this conclusion is based on the fact that we will have what is commonly known as "an old-fashioned winter."

In women's wearing apparel we understand there is a great demand for black material, and it is quite natural for us to assume that there will be a greater de-

Two interesting models from the Daoust Lalondeline

mand for patent, black calf and black kid low shoes principally, but as outlined above, the demand may be very sudden for boots of black calf and kid with walking heels. The retailer however, is not disposed to buy them freely, for the boot season will not last over a period of two to three months, whereas in the past boots were considered safe property from about Sept. 15th on to the first of March.

Outlook for Spring

As to the outlook for Spring, in our humble opinion, we ought to see a marked demand for patent leather colt, black glazed kid and some black calf. If there should be a decided falling off in the demand for brown kid or brown calf we are led to believe that the bulk of our business for spring will be on black leathers, but of course brown will not be entirely eliminated.

White shoes in this country are considered staple, and we expect to see a normal demand for them, principally on the walking heels. However, there is always a great demand from all sections for the Junior and baby Louis heel effects in light, airy footwear.

The high Louis heels are not in great favor at this time, but there is no doubt but what the demand will grow, and we would not be surprised to see a marked increase in our sales of Louis heel low shoes for delivery during the Spring of 1922.

A matter of some months ago we sold a great many baby Louis heel effects in an inch and five eights height, and the demand now is for this same style of heel in 14/8 and 15/8 heights, so it seems natural for us to expect somewhat of an increase in the demand for covered high Louis heel boots in light, airy footwear.

Fashions in Fall and Winter Gaiters

With the advent of cooler and cold weather, the necessity for warmth and protection against the elements is taken into particular consideration by both sexes, and consequently there is always a popular demand for gaiters in ladies' and children's lines and spats in men's. These goods in the past have been more or less staple with the utmost regard for warmth and serviceability. But this year in accordance with the all prevailing demand for novelities, some interesting departures from the staple designs have been introduced, and broadcloths and felts of a very superior quality employed.

The cloth this season seems to have a fuller nap and to be generally of a more substantial character than that employed in previous years. The felts, too, are softer and stronger in texture than heretofore, making up into a more serviceable gaiter or spat, as the case may be. The improvement in quality of materials employed in the makeup is, the manufacturers say, the result of a general decline in the price of the better grade broadcloths and felts, which is sufficient to allow of such goods being used for this purpose. It is also pointed out by the manufacturers that their margin of profit has been reduced in order that attractive prices to suit the popular demand might be maintained. Prices generally on these goods are as much as from 10 to 15% lower.

The main things that buyers have to be careful about in purchasing gaiters and spats are quality, cut and finish. This season's models may be said to be "tailored," so precise and snug is the fitting to the in- and above the ankle. The top or leg strap in ladies' gaiters will, it is said by the trade, give greater satisfaction in regard to the maintaining of appearance and shape; consequently this strap is becoming extremely popular. The most worn shades in ladies' gaiters are taupe, beaver brown, fawn and steel grey; and in men's spats, beaver brown, and fawn.

Fashion has yet nothing definite in regard to the length of ladies' gaiters this season, but it is generally conceded that the medium models will be most in demand.

The American Gaiter Manufacturing Company, Limited, are showing a range of three styles in ladies' wear designated "A," "B," and "C." Style "A" comes in fourteen to eighteen button lengths, the buttons being set in half-moon effect very prettily and buckling underneath. These may be had with or without a top strap. Style "B" comes in the same lengths, but the buttons are set vertically in a straight line. The twelve-button lengths appear to be superseded by the fourteen button lengths this season. This style features a "no-buckle" arrangement, the gaiter being made in one piece from the button side and so allowing the gaiter to be slipped on over the foot. It is thought that this innovation will appeal greatly to the retail trade as it is at once serviceable and handy. Style "C" comes in from twelve to sixteen button lengths, and is buckled under the instep. This model may also be had with or without leg straps. All these styles can be had in a more substantial quality, being reinforced with leatherettte finish on all seams.

The simple black satin one-strap will be a probable feature with the more conservative trade. By the Holters Company.

In men's wear spats the old five button is being superseded by the six button length, the reason for this being, the manufacturers say, that a better fit can be obtained with the extra length. All these models buckle underneath. From the general appearance of these gaiters as shown on the models, we would imagine that they will be considerably sought after this season. Apart from their obvious serviceability and warmth they present a very pleasing finish to any style footwear.

Old Friends

Bobby's mother took him out to the park the other day, and as they stood watching the birds in their enormous cage the little fellow observed a stork gazing at him. "Oh, look, mother," said Bobby. "The stork is trying to see if he remembers me still"

Style Probabilities in Men's Lines

Brogue Practically a Staple—Will Be Popular in the Scotch Grain—Lessened Demand for Saddle Straps—More Blacks Coming.

By J. J. McHALE
Superintendent, Scott-Chamberlain, Limited.

When the retail merchant starts out to buy his men's lines for fall and spring, he will be confronted by a style problem almost as serious as that with which he has had to contend in his women's lines. The question "What shall I buy?", will have to be considered about as seriously in the men's as in the women's end of the game, and the array of men's styles being offered to-day will make the most experienced of shoe buyers stop and think. From an observer's point of view it looks as though the merchant that confines himself to the styles that contain snap, and at the same time do not run to the extreme, would be very well advised indeed. True it is, that some of the best selling numbers this fall will be those cut from Scotch Grain and generously pinked and perforated, but on the other hand, this style of shoe known as the "Brogue" has established itself as a staple proposition with a large number of young men, and the merchant stocking lines of this description is taking few, if any, chances.

Saddle straps, while still selling in smaller quantities, will not be greatly in demand for spring. The very nature of this style spells discomfort to the wearer, and seldom do you find a man who has worn a pair and wishes to repeat.

The very pointed toe has definitely disappeared, and in its place we find the broader and more sensible toes in favor. The merchant of to-day can hardly buy his men's shoes with toes too wide to suit his trade.

Soft toes are being shown to a considerable extent, and if the wearer will overlook the fact of the toe caps falling down, and presenting a rather unsightly appearance after being worn a short time, he will know, in the wearing of shoes of this description, the best foot comfort he has ever experienced.

This will, undoubtedly, be a season when blacks will come into favor in larger quantities than they have known for many seasons. Shoe men are freely predicting next spring as a "black season". This will also be asisted by the fact that the lighter shades of tan are getting recognition and a strong tendency is found to get away from the darker shades. The wearing of lighter shades of tan leathers, will of course necessitate a man's possessing a pair of black shoes in addition, for use for evening wear and many other occasions, where the lighter tan shoe is obviously out of place. In the writer's opinion, however, the medium dark mahogany shade will survive as long as tans of any description are worn.

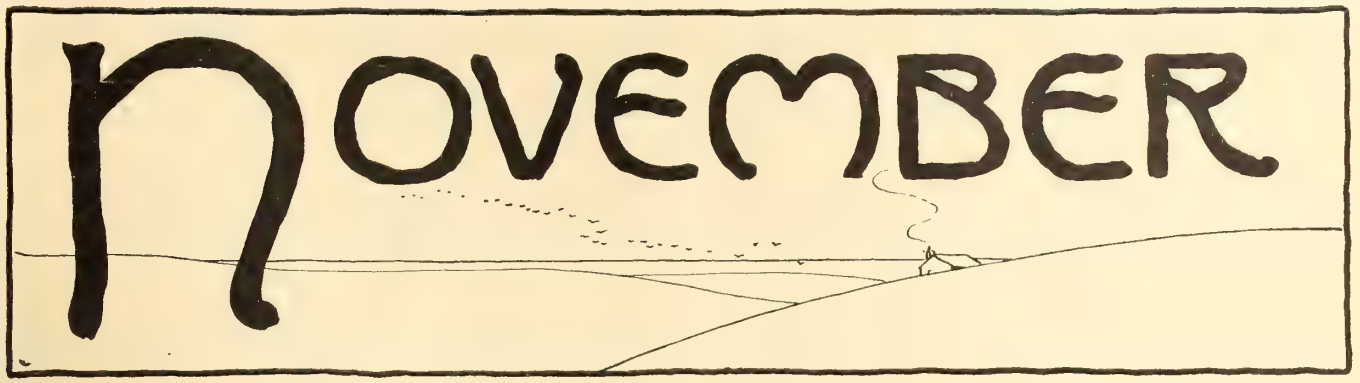
Oxfords and spats will, from present indications, be worn by a great many men this fall and winter. The oxford, for so many years almost unknown on the Canadian market, is coming into great popular favor, and to-day commands an extensive sale in all seasons. Patent enamel leather, in the Scotch or pebble grain effects are being freely shown and some are of the opinion that these effects will be the means of returning to favor, in men's footwear, the long neglected patent or enameled leathrs. Another feature that should not be overlooked by merchants, is the growing demand for kid, both black and tan, in men's shoes. This trade, which a few years ago amounted to practically nothing, is growing by leaps and bounds, and to-day offers a splendid outlet in the men's lines.

Therefore, summing up the situation, it is fairly safe to conclude that in the leathers, Scotch grains, both black and tan, with a tendency towards the lighter shades of smooth tan calf skins, will be in demand, together with an increased demand for gun metals. Broader toes in mens' lasts, with a call for soft boxes on some shoes, will meet the poular style demand in this respect.

An Oxford Model by the Watson Shoe Company

A little dash of originality and distinctiveness will stimulate interest in men's footwar.

Have you joined the N.S.R.A. yet?



Shoeman's Merchandising Calendar

Be Prepared for the Demand for Warm Footwear which November will Bring -- Thanksgiving Offers Opportunity for Business-Getting Displays of Gift Footwear -- Be on the Lookout for Stickers

Keep your eye on the weather during November. You may make it a very good ally in boosting business. Be in readiness for a possible flurry of snow, which may create a little flurry in the rubber business. The earlier in the season your customers buy rubbers, the sooner they'll be in need of another new pair. So take advantage of the first opportunity to sell them foot protection for the exigencies of winter weather.

A drop in the temperature will also be a good opportunity to feature warm boots and gaiter or spats. Success in merchandising depends to a considerable extent on the knack of making the appeal at the psychological moment, which, of course, just means preparedness and foresight.

Don't forget winter hoisery, also. Aim to sell at least one pair of warm hose with every pair of boots or winter-weight shoes. In the case of children's hose, you may make quite a turn-over in the heavier grades, if you have got your trade thinking the right way. Parents will frequently buy several pairs of children's stockings at a time. The sale is quickly made and the selling expense on these goods can be kept very low.

Thanksgiving—Nov. 7

Nov. 7 is Thanksgiving Day. It offers the opportunity to feature gift slippers either of the bed-room or ball-room variety. Good window cards and advertising should be instrumental in producing some of this "extra" business. Make a feature of this around the beginning of the month.

The Thanksgiving trim, can be made very attractive. Orange, green, brown and gold are suggested as the most suitable color scheme. Get some of the fall fruits into your window, sheaves of wheat, apples, pumpkins, etc., and give it as far as possible the rich atmosphere of harvest.

Thanksgiving is a very opportune time for good-will advertising. Use window cards and advertisements appropriate to the occasion.

Armistice Day—Nov. 11.

The anniversary of Armistice Day calls for a trim of the "patriotic" type. Display the allied colors.

Around the middle of the month the shrewd merchant will be keeping a particularly close watch on his stock. It will be just about time to be picking out the stickers, making small cuts in price and applying P. M. 's if it seems advisable and is consistent with policy. At this stage of the season, goods may be sold at a comparatively slight reduction on which later it might be necessary to take a loss.

Co-operation is the Key to Success for the Retail Shoe Salesman

BY FRED W. HORN

I shall refrain from the recording of reminiscences from my own experiences and will confine my article to picturing in word form what from my view-point and conception appears to be the ideal condition.

Modesty urges through experience that, to attain to the hundred per cent perfect stage, (which after all in the minds of some, yes, many men, is of uncertain degree) this article take the form of the exemplary.

"Hitch your wagon to a star", "Aim High". In other words have a high purpose as a goal for the future.

Here is a synopsis of the story of one man's awakening to a sense of duty wherein Cooperation was the medium. Parks, after Kennedy had been promoted, felt that he had a grievance with the boss and after much brooding over, and private rehearsing of, his tale of woe, started off to have it out with him. Parkes had put in many years of faithful service, had been careful, punctual, painstaking, obliging and at all times consistent in his services, but somehow Kennedy a young recruit had stepped in, and had been promoted, while he held his old place on the floor.

Parkes had been thinking out a reason, but had not hit on the right line until Manager Roberts explained the secret of Kennedy's success, which was first of all an ideal set high, and then a system of investigation and cooperation in concentrated effort to render the best possible service in the interests of the firm and in unison with what his convictions were regarding his ideal.

Roberts explained this to Parkes, whose intelligence readily grasped the situation and the upshot was that Parkes took a new grip on affairs in general and got out of the rut, up, out, and on to greater accomplishment, making himself a bigger, wiser and better man.

Cooperation was the secret and Roberts saw that Parkes had lost sight of its importance, or possibly had never had a conception of it, until that old spirit of rivalry had awakened him to a sense of losing ground and he had seen the new light in Roberts' good humored advice.

The Importance of Good Health

The Retail Salesman Ideal will recognize that one of the first, and undoubtedly the most important of all, conditions conducive to the best efforts in cooperative service is that of a healthy body, with a clear alert brain. Good health is absolutely essential to success. The ill-conditioned body is unfit to fill the requirements of alertness and accomplishment. Seek health, cultivate means to attain, and ways to retain, and the blessings derivable will be manifold.

Compare, if you will, for a moment, the feeble stride or slovenly swagger, with the quick, erect, sure step, the ,unkempt bag-at-the knees effect with the carefully pressed and creased attire, the dull, decaying, foul teeth, with the glistening pearl-like ones, the blood-shot bleary eyes, with the clear, bright, radiant ones, the sallow sunken cheeks with the round rosy ones, and finally the snappy, petulant or gruff "What do you want"? with a pleasant, pleasing, polite "What may I show you"? or "Have you a moment or so to glance over some of the newest arrivals"?

I deem it not hard to guess the source of the characteristics mentioned in the foregoing comparisons, but I name it. on the one hand, poor health, and on the other, good health. Which will you choose? The difference is apparent, the truth striking.

Punctuality

To cooperate one must neds be "on the job", otherwise there would be no means of cooperation. The Retail Salesman Ideal will be "on the job" and punctual.

The manager sets an hour for his appearance and in cooperation the salesman sees to it that he could if necessary answer "here" to the roll call at that specified or understood hour.

Rest and Recreation

The Retail Salesman Ideal will not allow himself to become a slave to depraving habits, will be temperate in many things, a teetotaler in others, and will choose some form of exercise for indoor or outdoor recreation, and will not "burn the candle at both ends" but will get a liberal supply of strength-renewing, brain-refreshing sleep.

Personality

The Retail Salesman Ideal counts much on personality. He recognizes that while one great acquisition to successful attainment is a sound body, he cannot by this one agent hope to win general admiration nor success as a saleman. It has been said of a certain well-known man that, "bathed in the eternal sunshine of a spotless life he stands like a giant mountain high above the storm that sweeps the plains and keeps humanity in a state of turmoil."

The Magnetism of Personality

The question is not what is personality, but how to secure it. Personality is a busines asset. The successful professional man through the magnetism of personality impresses others that they should come to him for his special brand of knowledge. The personality of the doctor often cures his patients. The personality of the lawyer wins him renown. The personality of the business man enables him to deal successfully with his fellow men.

The need of development of personality is universal. The positive trait unnourished becomes negative and the negative becomes hopeless and ambition is lost.

Knowledge is power only, if expressed, and the power to express our knowledge is our personality. In the thousands of years of man's evolution to his present standing, physically he is not a superior being but mentally he is, and this difference we ascribe to knowledge acquired and expressed. The foundation of personality is mind development, which is conducive to action, a joy in the consciousness of accomplishment.

To create, to build, to produce, to express one's self, to succeed. We gain power and acquire strength of will by overcoming resistance, by doing what we ought to do, by being what we ought to be, by going where we ought to, by standing steadfast, or by going on.

Concentration of mind is a means of acquiring personality. How concentrate? Use your will.

Rivet your mind on one thing till accomplished. Have a definite matter to attend to. Regular work and regular time. Turn your attention, your whole attention, at given times to certain subjects about which you need, or ought, to know.

Use much of your spare time to cultivate an affection for nature. Take time to walk out into the country and lose the maddening whirl. Take time to sit under the trees and love the birds. Their songs will inspire you when a human voice may not. Adapt yourself to circumstances. Make the most of everything. Be something worth while to yourself. Apply what you know. Put into practice what you have learned. Get knowledge, get efficiency, get life, get enthusiasm. The more you have, the more you get. Success begets enthusiasm but enthusiasm begets bigger successes, and all is embodied in and helps to constitute, personality.

Service, Stewardship

The Retail Salesman Ideal will welcome any opportunity to cooperate with the merchant in any of the phases of merchandising service of today.

He will be able to give advice gained through first hand contact with the patrons of the store. He their suggestions, to their demands, relative to merchandise or to service, and decides within his own mind how best to meet satisfactorily the situation. These ideas passed along to the management are like the compass of a ship according to the points of their bearings.

If the merchant requests memoranda regarding stock the salesman ideal readily furnishes accurate details which serve to advise, to guide in further plans. The Retail Salesman Ideal will know his stock thoroughly, its layout in the fixtures, will see that it is conveniently and properly arranged, that it is kept clean, neatly and carefully lettered to show clearly, size, style number, kind and price, and any other system of marking in accordance with the store plan.

The Retail Shoe Salesman Ideal will be a judge of style, will study the trend so as to form some definite ideas about it, will be strong enough to express his own convictions or opinions and will by his enthusiasm and personality in presenting these opinions be appreciated for his cooperation.

Integrity

The Retail Salesman Ideal will regard truth as indispensable and will apply it in all its forcefulness in conjunction with every act and every phase of his business career; in fact it will develop into a part of himself, and in so doing he will be able to quote with full realization the following words of one outstanding character of history, George Washington: "I hope I shall always possess firmness and virtue to maintain what I consider most enviable of all titles, an honest man."

Multitude, seemingly, are the opportunities for the employment of truth by the Retail Salesman. He respects his employer's time and will not steal it in absenting himself unnecessarily. He will be truthful in his selling methods. He will recognize the merchandise he is in charge of as a sacred trust. He will give sincere advice to his customers who solicit information regarding his wares. He will not try to cover up an error, to mislead, to avoid a business appointment or engagement.

His consciousness of truth will fortify him to meet all conditions or experiences as they confront him and will win out in the most exacting tests.

[The above article has dealt with the subject of cooperation as the salesman may apply it in his work for his employer. In a subsequent issue, another phase of the subject will be dealt with by Mr. Horn, covering the merchant's part in this co-operative effort. —Editor.]

Development of the Gaiter Business

Form-fitting Spat Made from Specially-woven Cloth Replace Old-time Clumsy Overgaiter

By G. G. HODGES

The old style overgaiter is no more. In its place has come a form fitting spat, legging or gaiter (whichever name one wishes to give), and conforming with present style in height, shape and material. To what can we attribute this transition?

In the old days when transportation facilities were more or less restricted, a good old-fashioned long stocking was the thing for women and children; as for men, they were satisfied with a high overshoe. Gradually, however, came the change in means of travel, bringing with it a lesser regard for all climatic conditions, and this has affected all wearing apparel, more or less.

The woman who steps out of an automobile in zero weather needs something to keep her ankles warm but does not require the heavy covering to protect her against the heavy snowdrifts which her grandmother encountered when she went shopping, so that to-day we see a fancy light coloured gaiter with cross straps. Quite a jump, it is true, from the footwear of twenty-five years ago. Men, too, have changed, and whereas at one time it was considered effeminate to wear spats, to-day with the low shoes so commonly worn, gaiters form an important part of a man's wardrobe.

With the increased demand for gaiters has come a steadily growing regard for that feature which may be called "style", and, to-day, in at least one factory producing high-grade gaiters in Canada, special felt and cloth are imported from England and the Continent as well as from the United States to fill the demand for certain shades which are needed. Ordinary felts and ordinary cloth will not do if a gaiter is to fit properly, or give satisfactory wear. It must be specially made or woven, not weigh too little nor too much, and it must be cut scientifically, according to patterns which are graded as carefully as are the patterns used in the making of the finest shoes.

The shoe dealer of today can supply gaiters in almost as many widths as he can supply in shoes, and in almost as many styles. This means an outlay of no mean size, and it represents also a degree of efficiency and progressiveness not exceeeded in any other industry because, surprising to relate, there is not a mill, producing cloth or felt such as is needed for gaiters, here, in Canada.

With its rows of high speed special sewing machines, button-hole making machines, and button machines, all electrically driven, the gaiter factory of today is rather imposing, and it speaks well for this country that nowhere are better gaiters produced than here in this Dominion. The Canadian gaiter makers have nothing to fear from tariff reduction, they are in a position to meet competition of any kind and because of their progressiveness and ability to to meet the requirements of the Canadian trade are fully deserving of the continued support of the dealers and consumers here.

Manufacture of Vulco-Unit Box Toes

A Brief Sketch of the Beckwith Manufacturing Process at Sherbrooke. An Interesting Sidelight on a Successful and Rapidly Growing Industry

In that country of consistent industrial development known as the Eastern Townships in the Province of Quebec, one spot stands out as a centre of special interest to the boot and shoe industry—and that is the home of Beckwith Box Toe, Limited, an intimate and pleasing acquaintance with which was made by a member of "Footwear's" editorial staff on the occasion of a recent visit, when he was given a cordial reception by the vice-president, Mr. W. A. Stubbs, and the treasurer, Mr. W. D. Van Roden.

Beckwith Box Toe Factory at Sherbrooke

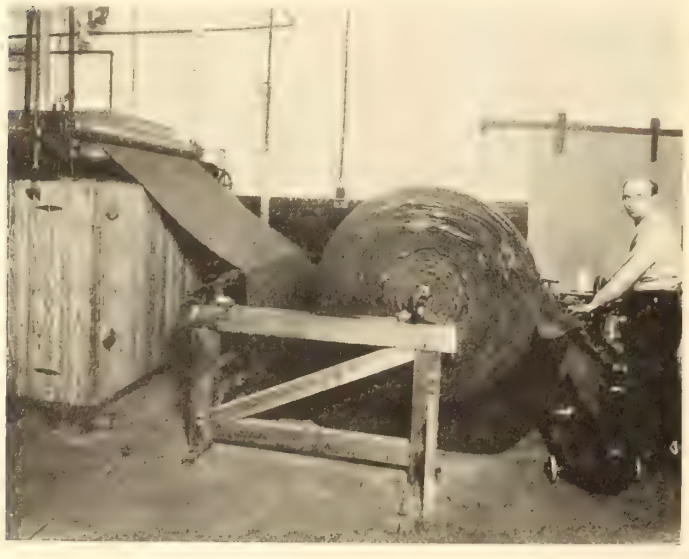
To those of our readers who have yet to make the acquaintance of this plant, we might say in passing that both Sherbrooke and the Beckwith Box Toe headquarters are easily accessible from Montreal, the former being a three hours' run from the Commercial Metropolis and the latter being within a few minutes of both the Canadian Pacific and the Grand Trunk Railway Stations at Sherbrooke.

The Beckwith Box Toe Factory occupies a commanding position on one of the best industrial sites in the city of Sherbrooke. The building is of compact design, and the plant is distributed throughout the building to the best advantage, ensuring continuity throughout the various manufacturing processes, and facilitating quick routing. The accompanying views serve to illustrate these points.

The first thing one sees on an inspection of this factory is the large rolls of felt, the basic material used in the manufacturing process. To ensure uniform high quality, which it is endeavored to give Vulco-Unit box toes, the Beckwith people manufacture in their own mill a special high grade of felt 60 inches wide, wound on rolls of approximately 200 yards. This felt is made in men's, boy's, and women's weight. In the left-hand view at the foot of this page the reader may see a roll of felt in the process of being fed into the saturating tank. This felt is fed into the saturating tank in lengths of approximately one thousand yards. Incidentally one might draw attention to the course of this felt through the calendar rolls and stacker shown in the larger view, on the opposite page.

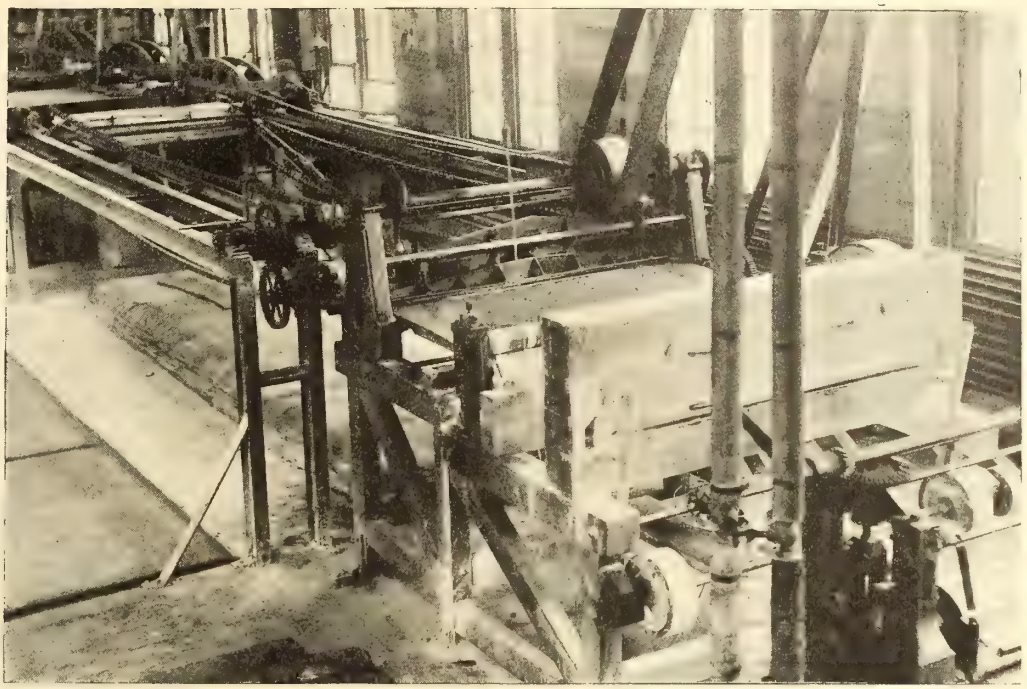
The saturation of the felt with the compound used in the manufacturing process is a very important part of the work. Each mix of chemicals is weighed into the kettle according to formula. When this is properly blended it is drawn to the saturating tank. The kettle and tank are equipped with sets of recording and bulb thermometers for checking up the heat applied. This is necesary in order to maintain a perfect saturation process. Worthy of note are two specially constructed furnaces for heating the compound in the kettle and saturating tank. These furnaces are so designed as to prevent any direct flame coming in contact with the kettle or tank.

A roll of felt, of approximately a thousand yards, is placed at the end of the saturation room and is threaded over a series of rolls and carried down into the saturating tank. The plant in operation, this felt is carried through a set of calendering rolls and contin-



Feeding a Roll of Felt into the Saturating Tank

Sorting and Packing Beckwith Box Toes

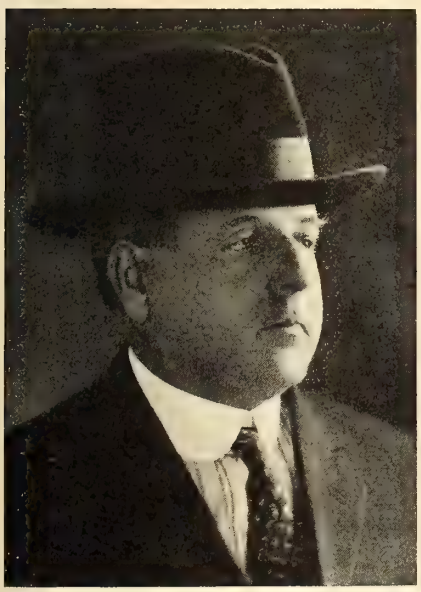


Calendar Rolls, Automatic Cutter and Stacker, Showing also the Cutting Machines.

ues on to the automatic cutter and stacker. These machines cut and stack the finished sheets in approximately eighteen-foot lengths. All these machines are of the Beckwith Company's own design and are controlled by them. The finished sheets are allowed to set until in proper condition for sorting. After the prescribed period of time has been allowed for setting, the sheets go through a careful sorting process, after which they are taken to the cutters as required. Five-foot beam cutters are used in connection with this department. Owing to the great variety of dies in use at this plant—incidentally some three hundred and fifty—no finished stocks are carried. Everything is cut to order, a method which ensures specialized personal attention to the needs of each individual manufacturer.

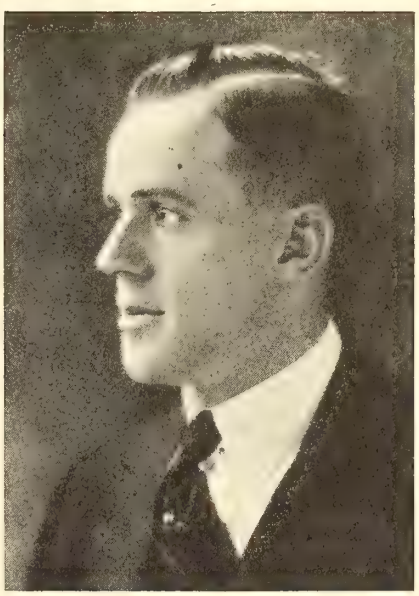
The next operation in the process is the skiving, which is a very important feature in the making of box toes. Each size of the different patterns requires a specially-fitted die roll, separate die rolls being made where the same size and pattern are used for women's, boys' and men's box toes. In connection with the skiving department, the company have their own specially constructed heat-treating machines for finishing Vulco-Unit Toes as they come from the skiving operation. Finally, the finished product is taken to the packing department, where these Vulco toes are carefully sorted, the packers rejecting any showing imperfections of work.

The care followed in the manufacturing process extends even to methods of packing, so that to the last every precaution is taken to ensure the delivery of Beckwith Box Toes to the manufacturer in the best possible condition.



The vice-president: W. A. Stubbs

The treasurer: W. D. Van Roden



Sales representative: A. C. Davidson

THE MEN BEHIND VULCO-UNIT BOX TOE

The capacity of the Beckwith plant at Sherbroooke, with its present equipment, is six to seven hundred thousand pairs of box toes monthly—an output which in its yearly total is adequate to the requirements of a very creditable share of the business to be obtained in this field in Canada.

As in every successful industry, the personal element plays by no means an unimportant part in the business of Beckwith Box Toe, Limited. The men behind the guns are Mr. W. A. Stubbs, the vice-president; Mr. W. D. Van Roden, the Treasurer; and Mr. A. C. Davidson, the firm's sales representative. Messrs. Stubbs and Van Roden are located at headquarters in Sherbrooke, while Mr. Davidson, who looks after the firing line, is at Montreal.

Within the compass of this number, and in the present article, it is impossible to give more than a sketch of what may be termed one of the most successful side lines of the Canadian shoe industry. If the brief particulars we have given provide our readers with a sort of preliminary working knowledge of the Beckwith Box Toe Company's plant before they go to Sherbrooke to see it for themselves, they will have served a useful purpose .

Motoring as a Side Line to the Shoe Manufacturing Business

Mr. J. B. Goulet, Vice-President and General Manager of the well known Quebec City firm of O. Goulet & Sons, Limited, had just returned from a ten-day motor trip through Maine, Vermont, New Hampshire and New York States when the "Footwear" man called upon him recently in the old Capital. Mr. Goulet, who was in fine fettle after a most enjoyable trip, spoke optimistically of trade conditions. At various shoe centers that he touched he noticed particularly that high-grade women's lines and white canvas goods were going well. J. B. is an enthusiastic motorist and his is a familiar figure on the few really good stretches of road they boast of in old Quebec!

New Representative for Arrowsmith

Mr. J. A. Hamilton, formerly with the Scholl Mfg. Co., Toronto, has recently linked up with the Canadian Arrowsmith Mfg. Co., whom he will represent throughout the Dominion. He has just set out on his first selling trip for the latter concern, during which he will cover western and eastern Ontario.

Mr. Hamilton was with the Scholl Mfg. Co., for four years, in Toronto, and during that time became well and favorably known to the local trade. There is no doubt that in the larger field which he has entered, he will not be long in forming a large and friendly connection among the shoe retailers and repairers of Canada.

A New Shoe Jobbing Concern

The trade will be interested to learn of the formation of a new shoe jobbing concern in Hamilton, under the firm name of the Anderson Shoe Co. The company has just recently started operations having located at 24 King St., W. Their speciality will be felt footwear and right now they are making a strong feature of those cosey slippers in attractive designs which find their way into so many Christmas gift packages. They are also agents for Kaufman rubbers.

Although the firm is a new one, the name is not. Mr. Anderson, has been connected with John Lennox & Co., of Hamilton, for many years, and has a wide circle of acquaintances in the trade. His son, who is with him in the business, was also formerly with the Lennox company.

Eastern Section N.S. & L.T.A. Elect Officers

The annual meeting of the Eastern Section of the National Shoe & Leather Travellers' Association was held in Montreal recently when the following officers were eleected: President, E. H. Dubois; Vice-President, C. E. W. Lessard; Secretary-Treasurer, C. F. Craigie; Executive, George A. Fortin, George St. Pierre, Henri Martineau, Richard Wadey, Norman Morrison, and J. H. Brassard.

The Eastern Section, which embraces the Province of Quebec and the Maritime Provinces, has now been entirely reorganized and under the direction of the live wires which compose the new regime an active and

E. H. Dubois, President Eastern Section National Shoe & Leather Travellers' Association.

constructive future is assured.

The new President, Mr. E. Henri Dubois, is still a young man—thirty-eight years of age—but he has been in the shoe business for more than a quarter of a century, of which period the last eight years have been passed as Montreal city representative of Messrs. Ames-Holden-McCready, Limited.

Arrange Standard Sizes for Shoe Cases

Mr. Louis Daoust, Lalonde & Co., who has been acting for the Shoe Manufacturers' Association in connection with revision of the standard sizes of shoe cartons adopted at the first annual meeting of the Association, is also collaborating with Mr. C. N. Moisan, of the Canadian Paper Box Manufacturers' Association, in the preparation of standard sizes for fibre cases for shipment of boots and shoes in the standard cartons.

Import Marking Regulations

The Shoe Manufacturers' Association of Canada is recommending that its members should definitely place the onus of responsibility upon the exporters abroad for seeing that goods shipped to them from outside the Dominion comply fully with the new marking regulations. Certain materials have to be imported, and the Association's recommendation is made with a view to preventing any loss or additional expense through failure to adhere to the requirements of the Canadian government regarding marking.

Is It Profitable to Stock Hosiery?

Address By C. ROY TEETZEL,
N. S. R. A. Convention, Toronto.

We carry a complete line of hosiery, including men's women's, and children's, in all their various lines. In our store, which has a double entrance, you will find our hosiery located immediately inside of the left entrance, extending down approximately twenty feet, with one long show case in front, which always carries a display of hosiery; back of this case are our mahogany fixtures. The drawers are divided into sections, which contain our ladies' silk and lisle stockings—a section for each size, so that the stockings are removed from their original boxes and placed in these drawers and sections according to size. On the front of each drawer is a card inserted stating color and prices. Prices for silk stockings range from $1.50 to $7.00 a pair.

Ladies' wool stockings, which are sold extensively in the fall, winter and spring, are never placed where they cannot be seen, but are placed on the case usually with a price ticket on, and the ladies come in and pick them off just like bananas. To sell merchandise, it must be placed where it will catch the eye.

Children's Hose a Prominent Feature.

Then we have our children's lines which are always given a prominent showing. For spring and summer season, we display on a table in front of our department, between the two doors. Each pair of stockings or sox bears a ticket giving size and price. Children's stockings are usually bought at prices according to sizes so rather than have various prices we average them up, and have one price for all. Children's sox are a big feature with us. We price them close, and try to give the best value possible, and we feel certain our patrons realize it by the manner in which they buy them and, in fact compliment us on them. Occasionally an odd pair is picked up from the display, but in most cases they are sold in numerous pairs. It is a common occurrence to have a customer buy a dozen pairs.

Then we have our golf or knickerbocker stockings, which are displayed in a like manner, and have a large sale.

Our men's sox have a fairly good run, but nothing in comparison with the line just mentioned.

No Need for Shelf-Warmers in Hosiery Department.

One good feature of a hosiery stock is that you have no old stock if carefully watched, no small sizes, and no out-of-date styles, like we find often in shoes. Handling hosiery is a nice, clean, profitable business. A department can show from fifty to seventy per cent. profit. The sales are quick—no trying on, like there is in shoes, and take it on the whole, it is a very nice proposition.

Shoes and hosiery go well together. A person buying a pair of shoes will, in most cases want stockings to match, regardlessof color, and if this person does not buy them from the merchant she buys her shoes from, she will go direct to a department store. I contend the shoe merchant should have that sale, and as an inducement for your sales-people to suggest, introduce and sell, hosiery, it is a good plan to pay them a commission on their hosiery sales. This I carried out for some time with good results, when recently my sales people have been put on a straight salary.

A young lady is constantly in attendance in this department, while I have a senior who looks after the department in general. It is the privilege of each sales person to sell hosiery.

Our Christmas trade would look small if it were not for our hosiery business. Four or five days before Chrismas, three or four salespeople are constantly behind the counter selling hose.

Taking everything into consideration, I find the hosiery business very satisfactory indeed. At present

The above is a popular number from the Monarch Knit Hosiery line. It has a 16-in. boot made from pure tram silk, while the top is made from extra fine mercerized cotton with special elastic rib.

my annual sales will run close to $25,000 and this will be done on a stock of not over $7,000.

We give our hosiery prominent window displays, backed up with newspaper advertising, and what we endeavour to do is to impress the people's minds so

that when they think of hosiery they will think of "Gales."

In handling hosiery my candid opinion is that unless you specialize, have a separate hosiery department, and go after it right, it would be better to leave it alone, because by stocking a few dozen ladies' stockings you do not do justice to yourself, your store or the department. There is only one way to do and that is to do it right. Give the public something different, give them something to talk about. A good hosiery department, and business, induces people to your store, and when once in your store, it is hard to tell what they might buy, or the good advertising they might spread for you.

Associate the Hosiery Idea with Your Store

The live shoe merchant is going to have the opportunity of making some extra profits out of hosiery this fall and winter. Hosiery is attractive goods and it is profitable goods, when it is properly handled. It draws people into the shoe store who might otherwise pass on their way. It has the advantage of lending itself to artistic display in combination with footwear, and the advent of the short skirt has placed an emphasis on it hitherto unequalled and at the same time has created a closer relationship between it and the shoe. Formerly hosiery was almost regarded as underwear; to-day it is looked upon almost as footwear.

Why should not the shoe merchant, therefore, take advantage of the situation to establish his store as the place to buy hosiery?

If the winter is a cold one, as many of our weather prophets are predicting it will be, there will undoubtedly be a large business done in women's wool hose. In heather mixtures, this type of hosiery combines very effectively with sporty walking shoes, particularly with perforated patterns. And the plain shades go very well with the quieter styles of footwear and are procurable in selections that will give a customer an ample choice in suiting her taste and matching her costume.

Of course, woolen stockings are not the only type that will be sold to the ladies during the winter months. When milady buys a pair of dancing slippers or evening shoes, show her a pair of silk hose to match, and it will probably not be difficult to persuade her to make the extra purchase. The silk lace effects are very much admired at the moment, and the merchant who is doing the best class of trade should have them in stock. They are, of course, expensive, but even in these times, there is a percentage of people who are willing to pay for what they like. The shoe retailer should be able to match any pair of evening shoes he sells with silk hosiery, plain, or in fancy patterns.

An Up-to-the-Minute Hosiery Department

A new store opened down in the south country is notable for its extensive and elaborate hosiery department. The feature is a cabinet 20 ft. long, 7 ft. high and about 22 inches deep. It is divided into five sections of equal size. At the bottom are two open shelves which hold the stocks of cheaper grades of lisle and cotton, and above these are the glass front drawers, in which the stocks of the more expensive grades for immediate requirements are kept. There are 120 of these drawers, 15 inches wide, 17 inches long and 4 inches deep, which allows a capacity of three dozen hose. Each is divided into three compartments by two thin partitions, one parallel to the front, about 11 inches back in the drawer, and the other dividing the front portion, at right angles, into two sections, each 7½ inches wide and 11 inches long. The left front section is used for the sizes 8 and 8½, and the right hand one for size 9, while the rear compartment contains sizes less in demand, 9½ and 10. At the right end of the cabinet, the fancy silks are kept, then come the chiffon silks, plain heavier silks, according to color, next children's high-grade hosiery, and, finally, men's.

On top of the cabinet containing the drawers are five glass display cases, each of which is 4 ft. long, 2 ft. 3 in. high and 17 in. deep. They are all glass, except at the back, which is covered with colored draperies to suit the display, and have concealed lights, which illuminate the goods very effectively.

Surplus stocks of hosiery are kept in the stockroom on the second floor. The cabinet contains, under normal circumstances, a sufficient supply for one day's selling, the drawers of the more called for lines being replenished each morning. With some lines, of course, the cabinet stocks are sufficient for a week, or more.

Catering to the Christmas Trade

Christmas is the harvest time of the merchant who stocks hosiery. It behoves him, however, to be well prepared for it and to have his reputation established as one who sells good hosiery, else he will miss the cream of the business. For this reason, it is particularly desirable to keep hosiery prominently displayed in the store window and in the display cases, as well as mentioning it in every advertisement, even if only in a single line, during the fall months.

Another selection from the Monarch-Knit line, with 19-inch boot of tram silk. This hose has the fashionable mock seam and fashioning, which gives the circular hose the appearance of the full fashion hosiery and can be purchased at a very much lower price. The shoe trade can secure Monarch hose in such suitable shades as Havana brown, nut brown, suede and silver.

A Comparison of Canadian and U. S. Methods of Window Dressing

BY H. E. GROVES

The article which follows, "A Comparison of Canadian and U.S. Window Trimming Methods," is contributed by a window trimming expert of long and wide experience and one who has had opportunity of studying conditions in the retail shoe trade from the inside, on both sides of the line. Mr. Harry E. Groves was formerly connected with Geo. G. Gales & Co.. of Montreal, whose window displays were for many years under his charge. Last year he left Canada and took up his residence in the States, where he is now window dresser and advertising man for a prominent U.S. concern. His remarks, dealing as they do mainly with broad questions of policy, will be of interest both to the shoe merchant and the display man.—Editor.

I am dealing with a somewhat difficult subject, "A comparison of Canadian and United States methods of window trimming", and I trust that in my article the saying that "comparisons are odious", will not apply, as we should all be big enough, if we are to get anywhere, to recognize the good and bad points of both sides and profit thereby.

As a windowdresser of shoes for over 25 years, I have had opportunities of studying the game in England, Canada and the States, and have no hesitation in saying that for individualism, initiative and the artistic taste displayed, the Canadian shoe windowdresser is away ahead of either the U. S. or British,—I am, of course, speaking in general terms.

Chain Stores Stifles Individualism

I will endeaver to explain why I have arrived at this conclusion.

I blame the chain-store system, for killing most of what I would call individualism in the U. S., as the window trimmer has to conform to a set style laid down by headquarters; their argument is that the public recognise at a glance the firm running that store by the type of store front and the way the windows are set out. The argument is good from that point of view but is not conducive to bringing out the latent artistic talent in many a man who might rise to great heights if given the opportunity. The consequence is that artists in the shoe business are getting scarcer all the time; and salesmen trimming windows as a side line are taking their place: take a walk along the principal business thoroughfare of any large American city in the morning, and you will often see as many as three men not trimming but placing shoes in one small window. They know what is expected of them; the idea is to get it in as quickly as possible and start in to make their sales record. The consequence is, you have a hard, inartistic conglomeration of shoes, which only appeals to a certain type of customer who has been in the habit of dealing at that particular store; but is passed by milady of discriminating taste, whose attention is arrested by the window of the next departmental store which is displaying a few exclusive shoe models in conjunction with suitable wearing apparel. This is where the departmental store has it all over the specialty shoe store usually: the window dresser is keyed up to the artistic pitch by the handling of dainty lingerie, etc.; and his fine taste is reflected in what is otherwise very uninteresting merchandise.

The finest shoe window that I ever trimmed was a Fall opening window with a frontage of 24 feet and 16 feet in depth and all I used was 12 odd shoes and 3 pairs of hose in the whole display: but every shoe was a picture in itself, and held the attention of the prospective buyer, and what was particularly noticeable, was the fact that although the shoes displayed were women's, the men were pulled up by the individualism shown in the layout.

Causes of the Overcrowding Evil

This brings me once more to the subject of overcrowding, which I have never failed to condemn in my previous articles, and to which the average U. S. shoe store is especially subject.

You cannot always blame the trimmer for this unpardonable sin; it is usually the one higher up who is the culprit.

Many chain store companies have a system of checking up; admirable from one point of view, but not always workable when the layout of the window is considered. For instance, the window is trimmed on a certain night (all windows should be trimmed at night to obtain the best results from every standpoint) the next morning a list is taken of the styles displayed; this list is compared with the stock list; and any lines not displayed are noted and sent down to the window dresser for **immediate attention,** which means he has either to substitute these numbers for some already in, which may be even of more importance, or else add to his layout. Now every window trimmer knows what this means. The man of experience works from a key or center, and these additions immediately throw a display out of key and the whole has an unbalanced effect.

I maintain that the display man should have a free hand to show what he considers the most suitable lines, and those most likely to arrest the attention of the passerby; and if he overlooks certain numbers they should be left out until the next trim.

I always maintain that the window trimmer's work is to get the people in the store; then it is up to the salesman to close the deal. And if both men are up to their business the concern which employs them should be satisfied .

Specially Manufactured Window Shoes

Another fault of the shoe business of which again I think the U. S. dealer is more apt to be guilty than the Canadian, is the practice of using specially manufactured window shoes. Whether it is because the U. S. public is more easily gulled than the Canadian, or is always in too much of a hurry to pay attention to the fraud, it seems there are quite a few reputable shoe firms who are getting away with it. Take men's shoes more notably; in the pairs sent in for display the stock is specially selected from the plumpest part of the hide, it is formed up perfectly, highly polished, or burnished, one could almost call it, and the trimmer has only to rub off and place in the window. When the customer gets inside he is confronted with a travesty of the original, which is the same as far as the last,

stitching, perforation, sole substance, coloring, etc., go, but far inferior as to the grade of stock. Often a side leather is "doped up" to look the part and the linings, facings and other essentials are away behind the line represented in the windows.

Coco brown bal, Goodyear welt, on Broadway last. By Weyenburg Shoe Mfg. Co.

I hear some one say."That is an old trick practised in the days gone by," but it is being got away with right now in some of the big U. S. cities by firms of good standing who should be above suspicion.

The only safeguard, and the only way, to get people coming again is to be perfectly straight in your advertising, whether through the press, or your windows.

Picking the Right Goods for Display

Do not show anything in your windows that you cannot duplicate inside. Select your window shoes from stock, taking care of course, to pick out the best on the size most suitable for display. This is where the practical shoeman has the advantage; he can tell at a glance the shoe that will stand up best, without using too much force or strain to form it up. The least slip of the cutter's knife or the slightest tightening of the tension of the machine, or a slip in the fitting of the separate parts will throw the shoe out of plumb and no amount of force will put it right.

I said before that I blamed the chain store system for lack of taste and individualism in window display. Whilst this is to a very large extent true, the fact remains that the average American has not the artistic temperament so finely developed as the majority of, say, the English or Canadian. A young nation, comparatively speaking, whose main object from its birth has been hustling after the almighty dollar, has had no time to develop the finer arts. Where are America's outstanding figures in the realms of painting, music, sculpture, etc.? America has produced her steel magnates, oil kings and so on, but take a walk through any art gallery, and what do you see?—Crude daubs offensive to the eye of those students of Millais, Landseer, Turner, Rossetti and the like. Although it has no direct bearing on the shoe trade, it is applicable from the point of view of color schemes,—which are so essetial to successful window dressing where one has to lend color to otherwise inartistic merchandise.

Latitude Allowed Canadian Window Trimmer

It is here that the Canadian window dresser has the advantage, (when I say Canadian it means that he usually is of Old Country stock, or he has had Old Country training); he is in a new country vast in extent, with vast possibilities, where mind, body and tastes are allowed to develop. All this is reflected in his work, or should, if he is a born artist. He is not usually bound to follow lines laid down by headquarters as the chain store has not spread over Canada as it has done in the States or Britain.

He (the window dresser) is looked upon as a man of the first importance by his employers and by the whole staff, as they realize more fully than in the States his value as a trade-getter.

I think also the Canadian shoe store proprietor realises more fully than the American, the value of his windows as an advertising medium. I have talked this matter over with decorative and fixture houses and they seem unanimous in their opinion that the Canadian is more generous in his outlay for accessories. The seasons, special occasions, and novelty windows are more pronounced, consequently the window-dresser has more scope to use his brains.

The gist of the whole argument is that while I admire the U. S. shoeman in respect to merchandising and from the economic point of view, I believe he has lost the larger outlook when it comes down to his windows. The American public is more easily fooled in its hurry to "get there", whereas the Canadian is slower to purchase and will not stand for dishonesty in business methods. The Canadian shoeman is looking for repeat business. In most cities in the Dominion the population is not so transient as in the States; consequently it is of the utmost importance to the Canadian to give his best in the way of value and service.

Attractive Innovations by J. & T. Bell, Ltd.

A wide and attractive range of shoes comprises an interesting exhibit well worth a visit to the sample-rooms of Messrs. J. & T. Bell, Limited, 180 Inspector Street, Montreal. Noteworthy is the variety in women's strap pumps, both in buckle and button styles, as well as striking new creations in collar effects, cut-outs and underlays, panels, etc.—the whole in a pleasing array of fashionable colors in suede and combination patent leathers. Worthy of mention also are imitation ball and saddle straps, not to mention several beautiful lines of sport oxfords in white newbuck with wing tips and other trimmings.

Messrs. J. & T. Bell, Limited, have a range of Scotch grain oxfords in the newest models. They are also showing the latest in low-heel walking shoes, either Cuban or military.

There are plain pumps in all the various leathers, some with collar effects, also a new pump with a Baby Louis heel. A pleasing shoe that arrested the "Footwear" man's attention had a light-looking covered heel in the box or Cuban style.

The many interesting and pleasing varieties seen at Messrs. J. & T. Bell's sample-rooms are evidence of the trend of the trade this season, and for that reason the lines shown are worthy of record. The Bell people, of course, have their usual comprehensive lines of men's and women's shoes, to which they have added a number of new lasts.

The Canadian Shoes-Findings Novelty Company, Toronto, are now taking the entire output of the Wear Ever shoe factory. These shoes are sold under a three months' guarantee, and will be replaced free of charge if sole is worn through or stitching gives out within this time.

Do Orthopedic Departments Pay?

BY C. H. PRENTICE

This question can be answered by giving some of my experiences and figures to show that it does. The first question that comes to the average shoe merchant, and salesman is, " Does it pay financially?" To the progressive merchant, Yes; to the salesman I would say, more so, because he will make many new friends, and staunch followers for footwear wherever he may go.

Ten years ago I commenced to sell shoes in Western Canada and at once I noticed the need of great care in fitting shoes, because so many of our customers of those days wore shoes which were much too short and stubby. It was a very hard uphill fight at first, but I must say we have won out, splendidly, thanks to the introduction of many more fittings and longer shoes, coupled with the great advertising power of one of our largest foot comfort appliance firms.

Some five years ago I was given charge of this department, by my present firm. At that time it was just a case of selling foot comfort appliances only when some customer would enquire for them. But today it is much different; we have special displays in our main show windows at all times. Also one of our largest show cases just inside the main entrance is given over to the display of every kind of foot comfort appliance made by the house which we represent. We change these around most frequently

so that it always looks attractive to the passer by, and this is where we make a volume of our sales, because once a customer gets interested we commence to get our talking point home on greater care of the feet.

Then at different periods of the year we put on campaigns and make great efforts to induce all those who suffer in any way from foot discomfort to come into our store for free advice. It is a pleasure to say that within the past twelve months our turnover on foot appliances has more than doubled, besides the many opportunities it has given us in making more sales in footwear.

I would urge every young shoeman to get a thorough understanding of the anatomy of the foot, gained through the many courses in Practipedics. It is easy to obtain, and with careful study and correct fittings, any live salesman can secure great results and have the satisfaction of knowing the service he is rendering the community. This is compensation enough, but when one couples it with the confidence your customers place in you, the result is ten fold.

A Survey of the Repair Business

The Dominion Bureau of Statistics has issued recently a survey of repair work in Canada in 1919 and the report contains the following interesting statement under the heading "Boot and Shoe Repairs":

"A survey of the boot and shoe industry shows that a very large number of repair shops are now equipped with modern machinery. Slightly more than half of the shops possess power-driven stitching machines and finishing shafts, whilst an additional 10 per cent are equipped with finishing shafts only. A couple of decades ago a well equipped cobbler's shop necessitated an investment of some $300 or $400, though sufficient equipment to open a repair shop could be procured for an investment of $50. Since then the introduction of machinery in the boot and shoe repair line has made it necessary for a much larger capital to be placed in the operation of these establishments. Today a fairly well equipped shop would require at least a stitching machine and finishing shaft, in addition to the old time patcher, which was about the only machine then in use. Special nailing machines are now built for the repair trade and a number of other time-saving mechanical devices are on the market, such as welt markers, channelling machines skivers, etc., so that a thoroughly equipped establishment today would require an investment of some $5,000.00 The actual valuation of machinery at present installed in boot and shoe repair establishments is reported for Canada at $436,424, which divided amongst 1,125 establisments amounts to an average of $388 per establishment. The total of all capital invested in repair establishments in the Dominion amounted to $1,677,408, of which Ontario accounted for $822,271, Quebec $346,234, British Columbia $167,656, Albert $128,979, Nova Scotia $71,019, Saskatchewan $63,292, Manitoba $48,487, New Brunswick $22,570 and Prince Edward Island $6,900. The production of leather boots and shoes is carried on in 161 individual plants where the total production was reported as $63,319,128 for the year 1919. In repair shops the total production amounted to $3,241,004 and of this sum Ontario accounted for $1,612,689, Quebec $541,475, British Columbia $343,740, Alberta $218,835, Saskatchewan $166,314, Manitoba $141,698, Nova Scotia $129,812, New Brunswick $78,017 and Prince Edward Island $8,424.

"In boot and shoe repair shops a large number are known as "one man shops", that is, where no employees are kept. The help employed during 1919 was on an average 1,470 persons receiving a total remuneration of $1,249,397. Of this amount Ontario paid $637,397 to 731 workers. The distribution in the other

provinces was as follows:—Quebec, 272 paid $183,066; British Columbia, 134 paid $130,509; Alberta, 87 paid $90,579; Saskatchewan, 59 paid $62,986; Manitoba, 69 paid $61,185; Nova Scotia, 69 paid $50,466; New Brunswick, 40 paid $30,374; Prince Edward Island, 7 paid $2,835.

"The materials consumed in this industry were valued at $1,174,756, distributed in order of importance as follows: Ontario, $561,604; Quebec, $211,167; British Columbia,$133,336; Alberta, $76,412; Saskatchewan, $56 328; Nova Scotia,$49,481; Manitoba, $45,053; New Brunswick, $28,117; Prince Edward Island, $3,258.

A Hallowe'en Letter

If you were to have your salesmen, or saleswomen, send out a letter like this to a number of their friends, don't you think it would be effective in boosting trade during October:

Dear Madam:

"I suppose you have been thinking about new footwear for Hallowe'en parties and the opening of the social season.

"If you have, perhaps you will be good enough to help me win a prize. Our store is holding a salesmanship competition and the member of the staff who sells the most footwear during the month will get a special reward. I am therefore taking the liberty of writing you, as one of our most valued customers, and one whom I have had the pleasure and privilege of serving on many occasions, to see if you will help me out by purchasing your fall footwear requirements from me before the end of the month.

"We have never had a more attractive selection of fashionable footwear to offer you—and you have been good enough to compliment us on our showing on one or two previous instances. Some new models have just come in within the last few days, in which I am sure you would be interested.

"I need not assure you that any time you visit us, you will have the very best service that my ability and experience can offer. Whether you wish to buy or not, it would be a pleasure to show you our latest arrivals."

"This letter will be accepted as One Dollar payment on any purchase you may select. Kindly bring it with you and ask for me personally."

Whether or not it would be good policy to insert the last paragraph would depend of course upon the customer to whom the letter was addressed, and in that connection the salesmen, or retailer, would have to use his own good judgment.

Modes in Clothing Affect Footwear Styles

Discussing the trend of footwear fashions for fall and early winter wear, the manager of a Winnipeg rubber goods house stated that the style of shoe depended to a very great extent upon the style of clothing worn.

"An important factor in the kind of shoes, spats and arctics for fall and winter is whether it will be a dress and coat year or a suit year," he explained.

"When dresses and coats are in, suits are out. When suits are in, they have a marked influence on shoes worn. This question is usually settled before August, but indications are that the mode of of dress will be divided this fall.

'Smart women will wear tailored suits with low shoes and spats, or wool hose and walking oxfords. The woman who works will wear a skirt and waist or coat, with low shoes and spats or low shoes and heavy stockings. Dark brown and the lighter shades of brown kid, calf and suede will fit in nicely with all the apparel shades that seem popular.

"I am told that wood shades, chestnut, and hazel, briar brown, Nubian brown, and a Dunwiddy will be popular, and also Indian reds and very dark shades of green as side issues," he concluded.

Welt Bal. in mahogany velour side.
By J. A. & M. Cote.

Vogue of Arctics in the West

There will be more arctics sold to women in western Canada this winter than ever before—so several Winnipeg dealers predict. This opinion by the way is not confined to the wholesale trade but includes retailers as well. The reason for the anticipated demand is that there is a strong craze for oxfords this fall, while the silken hose shows little sign of diminishing in popularity. Wool hose is too warm for indoor wear, and spats are not sightly worn with a very short skirt, so that business girls are going to use arctics in order that they may wear pretty shoes and silk hose.

Mr. A. R. Angus has resigned his position as Sales Manager with the Miner Shoe Company, Limited, and is now taking a little holiday, although he hopes to be back in the shoe game before long. His many friends in the trade will remember his long connection of twenty years with Messrs. Ames Holden McCready, Limited, during the greater period of which time he was sale manager. An interesting episode of Mr. Angus' career was the year he spent in England and France at the time he was selected, with Mr. Dufresne, to represent the Canadian shoe manufacturers over there at the time of the war.

J. S. Donaldson who has, for the past five years represented the Miner Shoe Company of Montreal on the territory between Port Arthur and Moose Jaw has relinquished the above line and for the future will handle the Daoust-Lalonde line of fine footwear on the same territory.

Messrs. Dubois & Son, Registered, manufacturers and jobbers, have taken over the quarters at 491 St. Valier Street, Quebec City, formerly occuppied by Chas. E. Slater.

Criticize Your Trade Association From the Inside

Below we print a letter received from an Uxbridge shoe repairer, who complains regarding the canvassing operations of a Toronto repair man on North Yonge St. He states, this repair man, is a member of the executive of the association (apparently the Toronto local association is referred to), and that his action is keeping members out of the organization. This practice of canvassing for work undoubtedly is not calculated to raise the status of the repair trade. but there is no law against it, municipal, provincial or federal, nor is there, we believe, at present any ruling covering it in the by-laws of the association. What then is the logical thing for our correspondent, and all others who feel like him about the matter—to do? To come into the association and use the weight of his influence to correct what he considers an abuse.

We believe we can say without fear of contradiction that there is in the Toronto Association no restriction of the rights of members, no attempt to silence criticism or discussion, no railroading of important matters by the executive or special committees. Every member can have his say, if he will only come and say it. Every member has a vote on all measures that may be taken by the Association affecting the interests of the trade locally, if he will only come and exercise it. Officers are elected by ballot, and he has his choice of several nominations for every office. If he wants to make sure that capable men will be selected to form the executive, let him avail himself of his privileges as a voter. Incidentally, the election of officers for the local association takes place in December, and in the meantime every member will receive a ballot on which he will be requested to mark his choice of men for the various offices, either bringing it in person to the annual meeting, or returning it by mail. If any local repairer wants to exercise this franchise, now is the time for him to join the association. It is the wrong policy, where any reputable association is concerned, to stand outside and criticize its shortcomings and offer them as an excuse for non-membership. No organization is perfect, but if you want to criticize get inside where you can appreciate the obstacles that have to be overcome and then offer your constructive suggestions.

However, the letter follows:

Uxbridge. Ont., Sept. 26, 1921

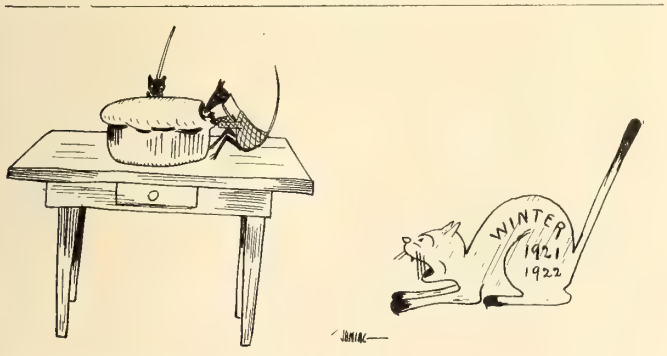
Editor, Footwear in Canada.

Do you know the reason the Shoe Repairers' Association is not getting the number of members to join which they should have to-day? The one reason is this: One of the Executive, who runs a kind of repair shop on North Yonge St., is sending his daughter, a young girl, out canvassing for work ("old soldier" stunt). Now, Mr. Editor, there are lots of repairers in Toronto pretty sore over it, as it is a thing that not even a foreigner is doing in Toronto to-day, and it should be stopped. Otherwise all the foreign element will be following example. It is poor policy, and shows poor quality work—also it does not appear to me good bringing up for a young lass. It sounds too much to me like cadging, letting people know you have been in the army to get work. That thing has died out, and the association should sit up and take, notice, and elect on the executive members who know the trade, and follow it in a legitimate manner.

Respectfully,

(Signed) A Real Veteran

(Both Shoe Repairer and C. E. F. Man)



The coming winter will give no quarter to the loafer

Toronto Association Discuss Membership Campaign and Election

At a meeting of the Toronto Shoe Repairers' Association on the evening of Thursday, Sept. 22, the question of undertaking a membership campaign was discussed, and it was decided that a paid canvasser should be appointed, if a suitable man could be secured to work on a commission basis. A number of names were suggested, with whom the secretary was instructed to get in touch.

The matter of the coming election of officers was also brought up. Mr. Jesse Merchant suggested that in order to insure the satisfaction of every member and guard against complaints after the event, it would be well to appoint a nomination committee beforehand who should canvass the situation and select three names of men suitable to hold each office, these names to be printed on ballots which would be distributed to the entire membership of the association. Each member would be requested either to bring his ballot in person to the annual meeting or forward it through the mail. This suggestion was made a motion by Mr. Merchant, seconded by Mr. Robertson, and carried. Mr. Butterworth moved and Mr. Robertson seconded, that the nominations committee should consist of the executive committee with two members added.

An Estimate of Repair Trade Conditions and Organization Possibilities

BY S. ROY WEAVER
Before Ontario Repairers' Convention

Mr. Weaver said that even the most efficient manufacturer was not capable of producing shoes like those worn by the Israelites in their wilderness wanderings, of which we were told in the book of Deuteronomy, "Thy shoe is not waxen old upon thy foot." The next best was to manufacture shoes which were worth repairing and the fact that a shoe manufacturer produced footwear which could be repaired satisfactorily was an advertisement for the products of such manufacturer. Mr. Weaver believed that the public recognized to a greater extent than even before the true economy of buying good quality boots and shoes, because such footwear could be repaired, whereas footwear of poorer make or inferior materials could not be repaired.

The speaker said that the motto of the Cordwainers' Guild of the early English shoemakers "Corio et Arte" —with leather and art—was one which both the shoe manufacturers and the repair men might well adopt today. He referred to the extraordinary advance which had been made by the repair trade during the past six or seven years. To a large extent it has passed from a handicraft system to a machine process stage. There were now something like 170 machine outfits in Ontario as compared with only 30 before the war. The appearance of the repair shops had also been decidedly improved and the best type of modern shoe repair establishments represented a big advance from the often slovenly little shop, where formerly the shoe repairer worked.

Mr. Weaver said that the sales of findings to shoe repairers in Ontario during the past year represented an increase of some 2400 per cent over sales during the last year before the war. Approximately one half of this increase had been due to higher prices of such findings, but the actual quantity of shoe findings used by the shoe repairers in Ontario was at least 12 times as great as before the war. Moreover, there had been an increase of from 200 to 300 per cent in the number of shoe repair shops in the Province. This striking growth of the repair trade had been due largely to the scarcity of leather and necessarily high prices of leather products, with the result that many persons who before the war never thought of having shoes repaired were induced to patronize the repair men. The speaker remarked, however, that readjustments were now taking place in practically all lines of business and it was to be expected that there would be some curtailment of the shoe repairing business and that competition between the repair shops would be much keener than it had been during recent years. Under conditions of intensified competition, it would be a case of survival of the fittest.

Continuing, the speaker said: "We find the same process in almost every line of business under present conditions. We are told that trade is "spotty," but that statement means nothing more or less than that the firms which, by reason of the quality of their goods, their service, their prices, successful salesmanship effective advertising, or other factors, are economically efficient above their competitors, are getting business, while the less efficient lack orders. The process of economic selection and elimination is very apparent throughout the business world today and will apply to your trade just as surely as to the manufacturing business, the grocery trade or any other occupation."

Considering the question whether the shoe repairers, through organization, could do anything to protect their interests under changed business conditions, Mr. Weaver urged that the limitations of any such organization should be recognized. "If you aim at organization principally with a view to price-fixing you are, I am sure, certain to be disappointed" he said. "Through organization you can achieve only those objects which are economically sound and even those aims can be attained only by education and information." The speaker thought it was of the first importance that the repairers should know what it was costing them to do business and that they should have at least some simple form of cost accounting. If the repair men knew their costs competition would look after prices.

Through organized co-operative effort, Mr. Weaver said he believed that much could be done to effect higher standards for the repair trade and to educate the public to discriminate between good service and poorer service in repairing. Any association of the repair trade should aim to give the public protection in the way of good workmanship and materials at a reasonable price. He believed also that an organization could bring about some improvement in the business methods of many of the repair men. Laxity in this respect was adding to the prices which they had to pay for their supplies.

The speaker took occasion to warn the repair men that experience in co-operative buying had not always been successful and that any such programme was not without its dangers. "I believe," he said, "that it is safest to build slowly and surely, and above all, that it is important that your organization be founded and conducted on sound economic principles, for you cannot successfully, or for long, kick against the pricks of economic law. I would respectfully suggest that your Association ought to put the emphasis on service and efficiency and that information, education and publicity are the means by which you are most likely to achieve success."

Up-to-the-Minute Repairing in Quebec City

Mr. W. J. Hatch, who operates an up-to-date Goodyear repair plant at 298 St. John St., Quebec City, speaks most optimistically of repair trade conditions in that city. Mr. Hatch's optimism and confidence in the application of modern methods to the repairing trade in the Citadel City seem to be justified, since by them he has in the last few years developed what is now one of the largest shoe repair businesses in the city, in addition to which he is making and selling quite a respectable number of new shoes, of the stitch down type.

Shoe Findings and Accessories as Money Makers

Address by Mr. Chas. Tilley before Ontario Repairers' Convention.

Before dealing with the subject of "Findings", it would be well to inquire as to what line of goods is covered by this word. The vast majority of repair men appear to think that shoe laces, polishes and rubber heels cover the ground, but in addition to these we can add: insoles, shoe trees, heel cushions, arch supports, corn and bunion pads, button hooks, strap for pumps, etc.

The first question that will naturally present itself to the mind is, whether it will pay one to devote time, space and capital that would be involved in stocking of the new line. If this question does not present itself to your mind, I would strongly advise you to leave findings severely alone because it will prove that you are not sufficintly interested to handle the larger business.

To the business man I would say findings will pay you handsomely if you handle them in a proper manner. There are several shoe repair men in this city who claim, and I believe justly, that findings pay all their overhead expenses apart from wages.

Buy Moderately At The Start

Now, an important point arises, "How to buy". And the first advice I would give to you in connection with this point is: Until your business is established buy moderately. No man with small capital is warranted in buying more than a month's stock of findings ahead.

In the first place you must remember these goods are sold you on 30 day terms. It might worry you considerably if when your bill falls due you are unable to meet it. In the second place it should be remembered that when goods become soiled, it decreases their value as a selling article. The best way to start your stock of findings is by taking the wholesale house into your confidence and getting their assistance in buying a small stock of such articles as are the best sellers and such as you may think your neighborhood needs. I think you will find $100.00 go a long way in paying for such stock as you may require. Do not be persuaded by any smooth-tongued salesman to lay in a big stock of any article, because there is an extra per cent discount attached. More business houses have closed their doors because of careless buying than because of poor trade.

The men who take their discounts are the men who make money. The last point that I would bring to your notice is one that much attention must be given to if you are to successfully engage in the business of retailing findings and that is: how can I handle them?

Cleanliness is Next to Godliness

I am sure it will not offend anyone if I remark that comparatively few men realize that cleanliness is one of the great needs in any business and more especially in selling dressings, etc. A store must be very clean to command such a trade. There are very few repair shops in this city that are a real credit to it. There is so much junk and dirt around in quite a number of them that they do not prepossess a customer looking for anything but repairs.

The first essential is to keep your shop clean. Keep the windows clean, put a curtain up between your workshop and sales department. A glass back to the windows and a small inexpensive glass case would give tone to any store.

Most men have a wife or children who perhaps would give valuable help in the findings department of your business. The department must receive proper attention if it is to be made to pay.

Keep the takings separate from the repair end of the business and thus make both ends pay their own way. As already stated, the findings department may be made not only to pay its own way but yield a handsome return. But it requires the consideration and effort that must be put into any business to make it a success.

FOOTWEAR FINDINGS

Happenings in the Shoe and Leather Trade

A new shoe store has been opened in Arnprior, Ont., by W. P. Tripp.

The National Shoe-Store, Limited, Montreal, has been incorporated with a capital stock of $20,000.

The departmental store of Percy C. Hanna, Campbellcroft, Ont., was robbed recently of $400 worth of shoes.

A shoe store owned by T. Brake, 562 Yonge St., Toronto, was recently damaged by fire to the extent of about $600.

The Owen-Elmes Mfg. Co., Limited, Toronto, has taken out letters patent of incorporation, providing for a capital stock of $500,000.

Brown Bros., Windsor, Ont., are vacating their present premises at 238 Ouellette Ave., and will establish themselves in an up-to-date store two doors north.

Griffith B. Clarke, president of A. R. Clarke & Co., is on a six week's business trip to England and the continent. Mr. Clarke sailed on Sept. 17.

L. O. Breithaupt, of the Breithaupt Leather Co., Kitchener, has recently returned from a trip through the Montreal, Quebec and Boston territory.

Walter Dow, of Edmonton, Alta., is now representing the Talbot Shoe Co., St. Thomas, Ont., covering the smaller towns in Alberta.

W. W. Breithaupt, of the Breithaupt Leather Co., Kitchener, is making an extended business trip through the Maritime Provinces.

F. J. Walters has taken over the business at Petrolea, Ont., formerly owned by the late D. Hawken. He will also conduct a general repair department.

Another change of interest to the trade at Wallaceburg, is the the opening of a shoe repairing shop by John V. McDonald.

W. J. Finnigan, of Egmondville, is branching out and recently added an extensive stock of boots and shoes to his other lines.

Wm. Edwards is in charge of the Getty & Scott sample

room at the King Edward Hotel, where there is acomplete showing of "Classic" shoes.

A. R. Clarke & Co., Toronto, have recently started work on a small addition to their plant.

The Rexhide Leather Products, Ltd., Hamilton, has been incorporated with a capital stock of $50,000.

Blackwell's shoe store, Banff, Alta., was burnt down in a fire last month.

J. H. Neill's shoe store, Mount Brydges, Ont., was destroyed by fire last month.

S. Wall, of Port Burwell, Ont., has disposed of his business to W. Underhill.

Gibson Bros. have taken over the shoe repairing establishment formerly operated by T.F. Sears, at Bathurst, N.B.

Hugh White, of the White Shoe Co., Toronto, returned on Sept. 15, from a two months' trip to Britain and the continent.

J. Bird, shoe repairer, 2505 Dundas St., W., Toronto, has modernized his premises by the installation of a fine new store front.

Cardwell's Shoe Store is a new establishment recently opened on Bloor St., Toronto, near the corner of Dovercourt.

A new store known as the Banner Shoe Store has recently been opened on St. Clair Ave., Toronto, just west of Boon Ave.

The Greb Shoe Co., Kitchener, have let the contract for the construction of an office building at the corner of Mansion and Chestnut streets.

Dillon & Moore, St. Catharines, Ont., have installed a new front in their store, which gives it a very distinctive appearance and has attracted very widespread attention among the residents.

Howard Blachford, of H. & C. Blachford, Ltd., recently made a trip to New York and Eastern style centres in the States with a view to studying the footwear fashion situation.

D. R. Holley, eastern representative of Getty & Scott, has a sample room at the Windsor Hotel, Montreal, and a large representation of the local trade has been calling to see the "Classic" line-up.

The Surpass Shoe Company, Limited, Quebec City, has recently taken out letters patent of incorporation, with capital stock of $40,000. This concern is authorized to manufacture and deal in footwear.

Joseph Keef, of Toronto, has purchased the shoe repair business and shop at Wallaceburg of Charles W. Martin. Mr. Martin, who has been in business at Wallaceburg continuously for fifty years, is retiring.

Another shoeman who is not discouraged by the "blue ruin" cries heard in some quarters is Geo. E. Fudge, who has opened a new shoe store with a modern shoe repair outfit, at 973 King St., E., Hamilton.

The Getty & Scott representatives are now on their respective territories with the most complete and attractive line of samples this firm has ever shown to the trade. Many appreciative comments have been received from their customers .

In the death at Kurzville, Ont., of M. C. Fry, a merchant widely known to the trade and to travellers, is removed. He was 66 years old and for the past thirty years has been in business at Kurzville, prior to that being in partnership at Listowel, with J. C. Burt.

Robert Hastilow has purchased shoe stock and goodwill of F. Barlow in Grand Valley, Ont. Mr. Barlow has gone to Orangeville, where he has gone into partnership with Mr. Bethley, under the firm name of Barlow & Bethley, and is carrying on a shoe retail and repair business.

A further instance of the spirit of optimism and enterprise is the opening of a second repair shop at 278 King St., West, Hamilton, with up-to -date equipment, by Stanley Blowers. Mr. Blowers has already a thriving repair business at 829 King St., E.

Robt. J. Matchett, manager of the American Shoe Store, Vancouver, has recently returned to that city after an extensive buying trip in the shoe markets of the east. Mr. Matchett expresses the opinion that there will be no appreciable change in shoe prices this fall or next spring.

The T. Sisman Shoe Co., Aurora, was well represented at the Boston Shoe & Leather Fair. Messrs. T. Sisman, W. M. Sisman, Griffith (of bottoming department) and Guyan motored to the big shoe market by way of the Berkshire Hills, making a very pleasant as well as profitable trip. When in Boston they visited a number of factories in the district.

S. F. Fox, who had been head salesman for John Agnew, Ltd., Market Square Store, Hamilton, Ont., has opened a new and up-to-date store with a complete line of footwear at 1125 Main St., E. Mr. Fox will have the best wishes of his acquaintances in the trade as well as of the customers whom he has ably served for many years.

Mr. Guidry, one of the well-known shoemen of Campbellton, N. B., located on Water St., has just returned from a short hunting trip with an excellent bag. A fine moose and deer fell to his old "sportin' gun." Reports would indicate that the "Big Fellows" are plentiful again this year in the N. B. woods, for those who, like Mr. Guidry, know where to find them.

Mark Mundy, a progressive and popular shoeman of Galt, Ont., has just recently opened a brand new shoe store in that city, which is right up-to-the-minute in equipment, display windows and lay-out. The fittings are of mahogany, and the walls are finished in a sand shade with a Persian border. The children's department, located at the rear of the store, is a partcularly attractive feature, being decorated and furnished in a way that appeals strongly to the young folks.

Mr. C. L. Owens, of the Owens-Elmes Mfg. Co., Toronto, has just set out on a trip southward which will take him through Chicago, Los Angeles and San Francico. He will return by way of Portland, Seattle and Vancouver, making the eastbound leg of his journey across Canada. Mr. Owens will carry samples of the lines his company is manufacturing in Toronto and hopes to establish an export business of some proportions with high-class shoe concerns in the States.

Frank Wall, who moved to Walkerton, Ont., recently, to take charge of a repair department in connection with the shoe store of Petteplace Bros., was held up and robbed near Brampton, of $150 in cash. The hold up occurred early in the evening. Mr. Wall was having trouble with the lights of his Ford and stopped to fix them when a coupe sped by with three men in it. After they had gone by a hundred yards they came back and while one of them pulled a gun, the other two grabbed him and relieved him of his roll. Mr. Wall was able to describe the bandits accurately but no trace of them has been found. Mr. Wall, who was a shoe factory operative before the war, served Overseas and was afterwards instructor in the S. C. V. R. Hospital for eighteen months.

Wanted, men to take as a side line our line of findings, etc., in New Brunswick, Nova Scotia, Prince Edward Island, Manitoba, Saskatchewan, British Columbia. Apply Canadian Shoes-Findings-Novelty Co., 2 Trinity Square, Toronto. 10.

Wanted by specialized manufacturers, traveller or agent in every province for first-class product, as side line on commission basis. One acquainted with shoe trade or shoe findings preferred. Apply giving personal information to Box 644 Footwear in Canada, Toronto. 10.

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Men's in Brown or Black, medium or recede lasts, at	4.35
Lads, Gents, Youths, 5-7½, 8-10½, 11-2, at $2.15, $2.45	2.85
Childs, Girls, Misses, in Brown or Black, 5-7½, 8-10½, 11-2, at $2.15, $2.45	2.85

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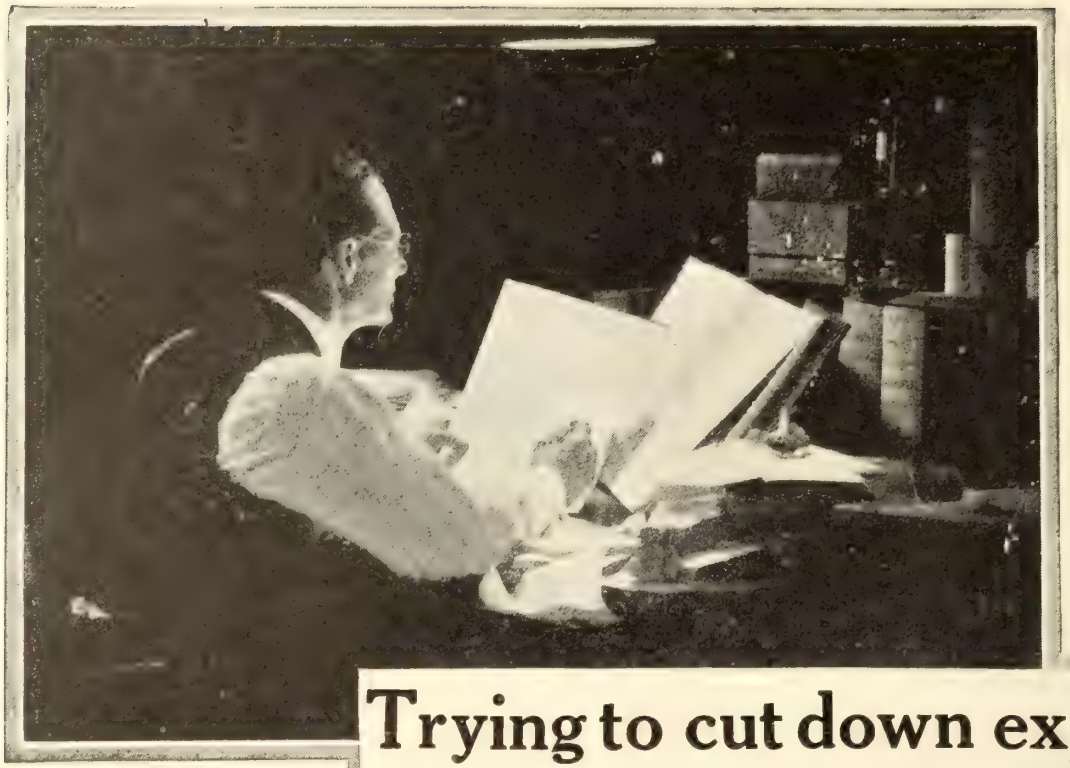

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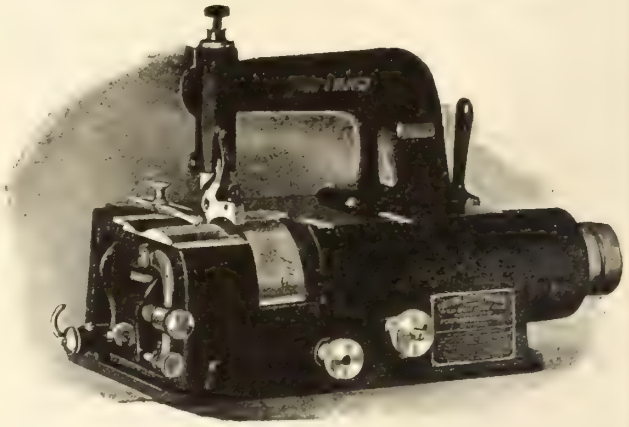
Fortuna

Skiving Machine



For Manufacturers who Skive Leather, Felt, Cork, Rubber or Paper

Used extensively by Manufacturers of
SHOES, BOX TOES, TRIMMINGS, INSOLES, ANKLE SUPPORTERS, WELTING, ARCH SUPPORTERS

Sole Agents for Canada

Fortuna Machine Co.

147-153 Waverly Place - NEW YORK

Hector Footwear Much Admired By Well Dressed Women

Our new lines for Spring are especially captivating and no live merchant should overlook their possibilities.

Get in touch with your jobber for samples.

Hector Shoe Co. - Montreal

331 Demontigny St. East,

S. Desrochers — F. X. Leblanc

DO IT NOW

Order your winter supply of

USMC Hub Pastes

Before the cold weather sets in, because Hub Pastes are subject to frost

Put up in convenient kegs of approximately 10 gallons or in barrels of approximately 30 and 60 gallons.

We supply Pastes and Powders for all purposes and shall be pleased to quote prices

United Shoe Machinery Co. of Canada, Limited

Montreal

TORONTO
90 Adelaide Street West

QUEBEC
28 Demers Street

KITCHENER
179 King Street West

The Lincoln Paper Mills
Company, Limited

can supply
your requirements
in

GLASSINE

Super-Glazed Kraft
for Interlay

Wrapping Paper

The above are thoroughly Canadian-made products of the highest quality and at the attractive prices quoted, should appeal to every Canadian shoe manufacturer.

Will you get in touch with us?

LINCOLN PAPER MILLS CO., LTD
MERRITTON ONTARIO
Branch — 112 Bay St., Toronto.

RESULTS!

The methods at the command of the shoe retailer for procuring a thoroughly reliable mailing list are often expensive and uncertain

For instance, the dead letter matter encountered when lists have been compiled from telephone and city directories or voters' lists would sometimes pay for one-third of the advertising.

The best way is to send direct to us. We have the most up-to-date mailing lists on the market. They are revised annually and have proved 98 per cent correct.

Prices are surprisingly low when comparing the cost of direct advertising and results with other advertising.

No extra office staff required, your printing, addressing and mailing handled at very small cost.

Let us send full particulars.

PROCTOR & PROCTOR
Aurora, Ontario.

Fred. F. Dufton
LEATHER

50 Foundry Street South
Kitchener - Ontario

SHEEPSKINS
Representing : Clarke & Clarke, Ltd., Toronto

GLAZED KID
Representing : The Bonner Leather Co., Montreal

CALF AND SIDE LEATHER
Representing : C. Galibert & Son Co., Montreal

GLAZED HORSE
Representing : Lucien Borne, Quebec

GOODYEAR WELTING AND MENNONITE
Representing : Wickett & Craig, Ltd., Toronto

CUT SOLES
Repres'ng : The Provincial Cut Sole Co. Kitchener

Stock of above well known lines always on hand. Call and inspect them.

We Can Save Money for You on Your Shipping & Packing

H & D Solid Fibre Board Boxes

1.—They protect your shipment against loss from dampness and water.
2.—They are extremely light, which means low freight charges.
3.—They cannot be opened without breaking the seal.
4.—They save time in packing.
5.—They save storage space.
6.—They have strong advertising value.
7.—They can be made to your specifications.
8.—Their first cost is lower than wood.

Our booklet "How to Pack It" explains all—write for it.

The Hinde & Dauch Paper Co.
of Canada Limited
TORONTO ONTARIO

The Greatest Dancers of the Day

insist on wearing Arthur Franks' Ballet Shoes. No other shoes afford the same amount of comfort and support.

BALLET SHOES

by Arthur Franks are supplied to Mesdames Pavlova, Kaisavina and Vera Karalli, and Messieurs Novikoff, Volinini, Adolph Bolm, etc.

Arthur Franks

3 Cotton Street, Australian Avenue,
London, E.C. 1, England.

The Best and Most Durable Shoe Laces Are Made With Our

Power Shoe Lace Tipping Machines

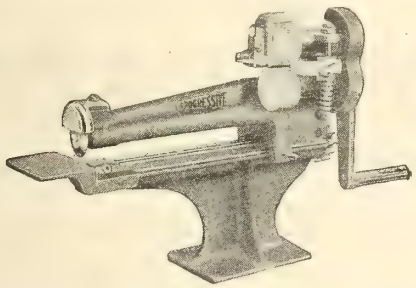
Textile and Special Machinery
Harris-Corliss Steam Engines

Send for Catalogue

The Franklin Machine Company
Engineers Founders Machinists
189 Charles Street, Providence, R.I.

Time, Material and Labor

are three elements on which you can effect increased savings in your repair department by making certain that your equipment is Progressive.



The "Both-in-One" Combination
Sole Cutter and Skiver

is a typical Progressive product. With it, your repairman can cut out a half sole and skive the butt on the one machine without removing his hand from the crank.

The Skiver makes a wide, flat bevel on any stock; the Sole Cutter cuts out any shape of piece desired and leaves a smooth edge.

Write for new circular on this machine.

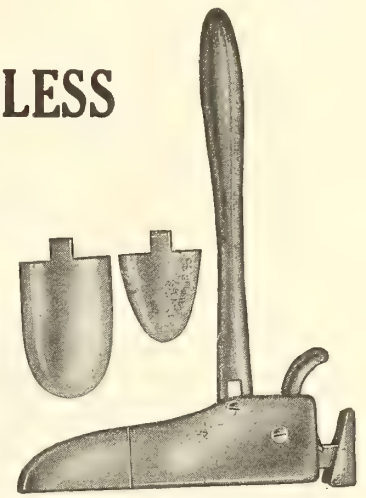
Progressive Shoe Machinery Co.
Minneapolis, Minn,

—IF—
"The Shoe Pinches My Toe,"

THE PEERLESS

Shoe Lengthener will take the pinch out of it. The Peerless fills a real need in a shoe store.

When complaint is made that "the shoe pinches my toe," it is more often that the shoe is too short rather than too narrow.



The ordinary stretcher will not remedy this trouble—The Peerless Shoe Lengthener will.

The Peerless is easily handled—it works quickly—the ratchet can be released without reaching inside the shoe.

Price, with 3 toe pieces, $4.50.

Progressive Shoe Machinery Co.
Minneapolis, Minn.

"HUMBERSTONE"

NON-RIP SANDAL

Humberstone Sandals are built to wear. Solid leather is used throughout with extra strong stitching. They won't rip.

Recommend Humberstone Sandals for they always give satisfaction. Made in two colors—black and tan.

Humberstone Shoe Co., Ltd.

HUMBERSTONE, ONT.

"The Fabric Tip— that can't come off"

There are good profits for you in Nufashond Fabric Tipped Shoe Lacers – one pair sells another.

Made flat, tubular and cord, in all colors and in lengths for all shoes.

Excellent selling helps anddisplay cards furnished.

Ask your jobber for samples and prices.

Nufashond, Reading, Pa.

Nufashond

TRADE MARK REG. U.S. PAT. OFF.

Shoe Lacers

"LA-RITA"

A New Number in this Popular Line

"Young Misses"

"La-Rita" Babies', Infants', and children's high grade stitchdowns have long been a popular line with the trade. Because of their popularity we have added a new number "Young Misses" stitchdowns which are of the same high quality.

Write us for particulars.

The Rita Shoe Co.

Limited

St. Hyacinthe Que.

Edwards & Edwards

LIMITED

TANNERS OF

SHEEPSKINS

FOR

Shoes, Gloves, Saddlery
Upholstering
Bags and Suit Cases
Bookbinding
Fancy and Novelty Goods
Skivers
Embossed Leathers
Etc., Etc.

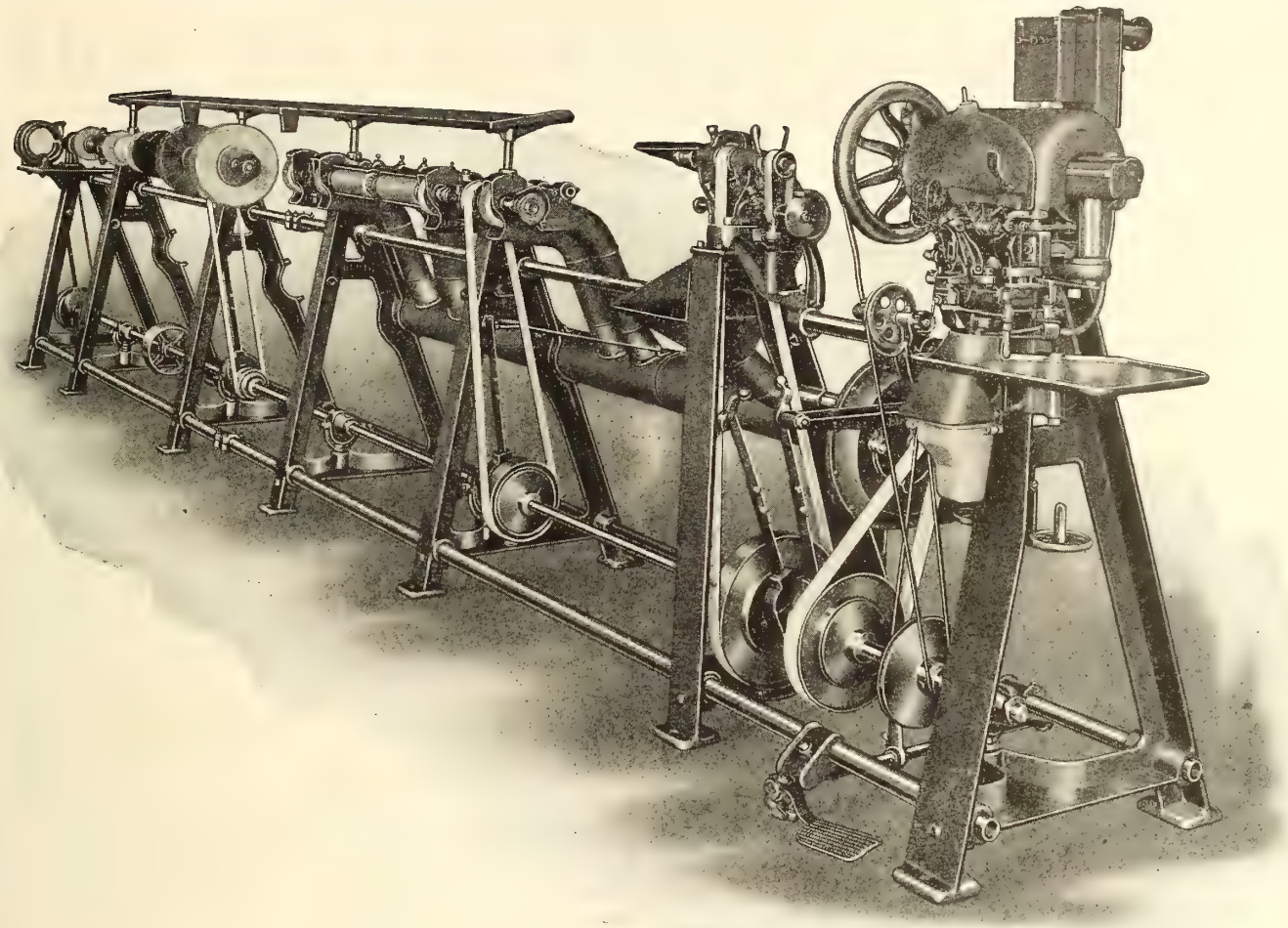
Edwards & Edwards Limited

Head Office and Sale Rooms
27 Front E. Toronto

Tanneries
Woodbridge, Ont.

Quebec and Maritime Provinces Represented by

JOHN McENTYRE LTD. 28 St. Alexander St. MONTREAL, QUE.



It's No Longer a Question
of Can You Afford a
GOODYEAR
SHOE REPAIR OUTFIT?

BUT

Can You Afford to Do Without It?

We have made it possible for every Shoe Repairer to install one of these GOODYEAR Shoe Repair Outfits on very easy terms. Simply drop us a line and we will tell you why you cannot afford to delay installing a Shoe Repair Outfit.

United Shoe Mach'y Co. of Canada, Ltd.
MONTREAL

Toronto Kitchener Quebec

All Canvas and Felt and Canvas Combination Innersoling

FOR McKAYS

The stitches sink completely below the surface in this material and there are no uncomfortable, humpy places. It's the ideal innersole for McKay work at a low cost.

Every inch is usable—practically no waste in cutting. Let us send samples for proof

THE LANDERS BROS. CO.
TOLEDO, OHIO

KELLEY KID

LEADS THEM ALL
in Uniformity,
Fine Texture, Wearing Qualities and Finish

In our West Lynn Factory during 310 working days, the average daily output has been 800 dozen finished skins, or an equivalent of 9,600 skins per day. This represents 60,000 feet of leather turned out each day, or 18,600,000 square feet of leather in one year. This amount provides over 6,200,000 people once a year with one pair of shoes—a large army!

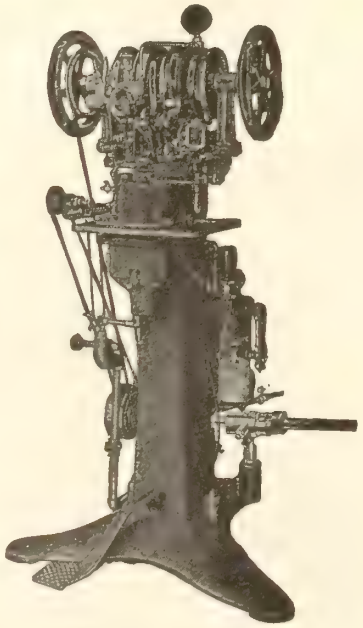
Sold in All Foreign Countries

Thomas A. Kelley & Co.

Tannery and Main Office, LYNN, MASS.

Selling Agents:
ROUSMANIERE, WILLIAMS & CO.
87-93 Lincoln St., BOSTON, MASS.

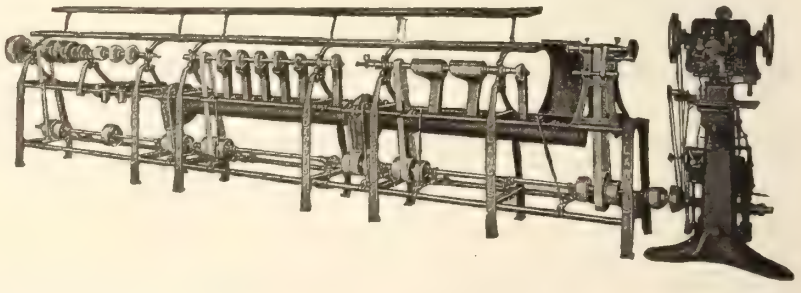
Landis Outfits are Money-Makers



Landis No. 12 Shoe Stitcher.
Sold

Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms are easy.

We have many models of stitchers and finishers. Write for complete catalogue with prices and terms.



Landis Machine Co., 1515 N. 25th St., St. Louis, U.S.A.

This Stamp Signifies

That shoes bearing it are made in factories in which the principle of **Collective Bargaining** is recognized.

That Employer and Employees have **Voluntarily agreed to arbitrate** all disputes that cannot be mutually adjusted.

That neither Strikes nor Lockouts shall take place in any factory where this Stamp is used.

That the rights of both Labor and Capital are recognized and that **Industrial Peace** between the Employer and Employees shall prevail.

TO THE SHOE RETAILERS OF CANADA:

If you believe these conditions of Industry to be worthy of your support, when ordering footwear from your manufacturer, ask for this Stamp on sole, insole or lining.

Boot and Shoe Workers' Union

COLLIS LOVELY, *General President* CHAS. L. BAINE, *General Secy.-Treas.*

246 SUMMER STREET, BOSTON, MASS.

CLARKE'S

ARC BRAND

FASHION FAVORS PATENT

New York Shows decided preference for distinctive Patent Leather creations

DAME Fashion once again points an approving finger toward "Patent" for afternoon wear. Strong evidence of the coming Vogue is now apparent in the leading shops of Fifth Avenue, New York.

Patent Leather will soon be more popular than ever before in Canada.

The distinctiveness, the durability and the economy of "Clarke's" make it the logical choice of Canadian buyers.

A. R. CLARKE & Company

LIMITED

Montreal Toronto Quebec

Vol. XI No. 11 Toronto, November, 1921

Footwear in Canada

"The Backbone of the Best Canadian Shoes"

Made by the largest Shoe Fibre Makers in the British Empire

Bennett Limited
Chambly Canton, Que

MONTREAL OFFICE.
59 St. Henry Street.

KITCHENER OFFICE.
108 Ahrens Street West.

PANCO

A new product entirely different from anything else now on the market. Note its features: Guaranteed to outlast leather two-to-one, absolutely waterproof, non-conductor, relieves calloused feet. Worn by everybody—men, women, children, for every-day wear, also for golfing, hiking, etc.

Panco Sta-Tite Heels Need No Cement

That it is proving immensely popular with both repairmen and the public is shown by the hundreds of unsolicited testimonials we have received. Undoubtedly it is making for better business wherever used.

A Boon to
Letter Carriers,
Policemen,
Firemen,
Milkmen,
Conductors,
Railroad Men
and all Outdoor
Workers.

Panco Soles will not break away or split in the stitches. The patented reinforced fabric insertion prevents sole pulling over the nails at the shank. No skiving of shank is necessary. Made in both black and tan.

PANTHER RUBBER CO., LIMITED

General Offices and Factory:

SHERBROOKE : : : QUEBEC

THE "MADE IN GALT" EXHIBITION

Travelling Shoemen are invited to visit us at the Galt Exhibition Nov. 12th to 19th. You will find a warm welcome and something worth seeing at the Scroggins display.

Spring Samples

OUR travellers are now out with a splendid range of samples for Spring. These include an interesting showing of strap slippers – a new addition to the Scroggins line.

¶ We would call your attention to the slippers displayed herewith. This is only one example of the individuality shown in Scroggins' Footwear for Growing Girls. Our representative can show you many others. Do not fail to see the whole range.

Scroggins Shoe Company, Limited

GALT, - - ONTARIO.

"Astoria" Shoes for Men

TO be able to offer your customers a shoe with the assurance that "there is none better made" is certainly worth a great deal. And how it makes for real business of the right sort!

Whatever you do, you should not fail to examine these "Astoria" lines. A postcard is all that is necesary.

"The Brute"

Scott-Chamberlain Limited - London, Ont.

The Yamaska Brand
J. A. & M. Cote
ST. HYACINTHE.
CANADA.

A Special "*Sports*" Line—

—Sporting Bal
—Brown and Black Elk
—English Kip
—Tan Grain
—Pearl Ooze Split

IF you have never examined samples of ***Yamaska*** footwear you really owe it to yourself to do so without delay.

¶ Not only because **Yamaska** represents greater profits, but because there is a genuine sense of satisfaction in selling such reliable shoes.

¶ You can tell at a glance they are no ordinary footwear, and so can the customer —a speedy sale naturally follows.

¶ But get in touch with us now. We'll let you be the judge.

La Compagnie
J. A. & M. COTE
St. Hyacinthe - Quebec

THE BOSTONIAN SHOE

THROUGH vision and faithful service the House of Robinson thrives. Merchants who consistently handle our shoes make friends, and from these friends accumulate prestige in their districts and earn a just return on their investments.

¶ In times of hesitancy our oft repeated counsel—**Do not neglect to buy but do not overbuy,** is the safe course.

¶ Continuously replenish your stocks—not only to take care of the usual requirements of your regular customers, but to create the opportunity for selling that **extra pair.**

James Robinson Co., Limited

Specialists in Fine Footwear

MONTREAL

THE BOSTONIAN SHOE

NOVEMBER

Is a timely month for sorting. Christmas trade will soon be making sharp demands upon stock, and well filled shelves speak preparedness for the Yuletide rush.

Try

Robinson Sorting Service

James Robinson Co., Limited

Specialists in Fine Footwear

MONTREAL

Uncle Zeb says---

"If you would succeed, be 'different' "

THE BUYER doesn't rush to buy the common, ordinary, everyday class of goods. Why should he?

He can probably buy the same thing from any one of a dozen manufacturers and so he just waits his time—buys when he feels like it, from the one who will give him the best "price".

But "stylish" goods do not have to meet this fierce "price" competition in anything like the same way.

Style stands on its own merits and commands its own price. Isn't that worth considering?

If you desire to be "different", we can show you how. Just let us know you are interested and we shall be pleased to submit full details—at no obligation, of course.

For the convenience of Ontario Manufacturers we have an office at Room 212, No. 64 Wellington St. W., Toronto, Ont. Telephone Adelaide 4499.

United Last Company, Limited

MONTREAL, P. Q.

EUREKA

Woman's Two Button One-Strap Pump 14 8
Baby Louis Heel or Cuban Heel.

The Spring Range is More Attractive Than Ever Before

STYLE, fit, materials, workmanship—all have been combined in a way that makes the most attractive footwear imaginable. With such a range of shoes the success of your Spring season would be assured.

As in the past, Eureka Shoes have been made up to a standard not down to a price, yet present-day quotations are much lower than many other lines of inferior quality.

Write to us for samples and prices of our complete range of Women's, growing Girls', Misses' and Girls'.

EUREKA SHOE COMPANY, LIMITED

Three Rivers, - Quebec.

"The Finest Hockey Ever Made"

REPRESENTED IN
LONDON STOCKHOLM
PARIS ROME
CHRISTIANIA ANTWERP

Bobby McLean, The Speed Champion, Is Exceptionally Qualified To Judge!

To be sure of Delivery order at once

Geo. A. Slater, Limited
Montreal

BOBBY McLEAN CO.
QUALITY ICE SKATES
RACING HOCKEY FIGURE
BOSTON, MASS

Boston, Mass.
Oct. 11-21.

GPS/15/10/21

George, A., Slater Limited,
Montreal, Canada.

Gentlemen:

Kindly inform me at your very earliest if your concern manufactures the Invictus Hockey Skating Shoe.
The writer has a pair purchased from Abercombie and Fitch, New York City and finds them the finest hockey ever made.

Kindly quote your very lowest price on same, also on a racing boot for speed skating if you manufacture such.

Very best wishes.

Sincerely.

Bobby McLean.

Invictus

HOCKEY BOOT

FIRST

VULCO-UNIT BOX TOES are made in ONE QUALITY only. They are all FIRSTS

Durable because they are Water-proof and Perspiration-proof

VULCO UNIT BOX TOE

The genuine "VULCO UNIT" BOX TOE is made and sold only by

Beckwith Box Toe Limited

SHERBROOKE - QUEBEC

This popular woman's sport model is carried in black and colored calf. Its imitation wing tip is in line with the newer ideas. Goodyear.

"Give the Public what they want" is good advice for the man who seeks sales. It is just here that Ames Holden McCready can serve the retailer by supplying him with merchandise of stability. And the essentials of good style are never lacking in the most saleable of footwear. Our product has proven that.

Ames Holden McCready representatives are now in the field with the class of goods the public want.

Sales Warehouses at

AHM System

St. John,
Halifax,
Quebec
St. Hyacinthe
Montreal,
Ottawa,
Toronto,
Kitchener,
London
Winnipeg,
Regina,
Saskatoon,
Edmonton,
Calgary,
Vancouver.

AMES HOLDEN McCREADY, LIMITED

Head Office MONTREAL, P. Q.

LEATHERS

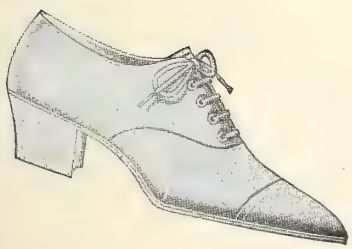
Glazed Kid
Side Leathers
Glove Leathers
Shoe Findings

Correspondence Solicited

PIERRE BLOUIN Limited
QUEBEC, 60 Colomb St. **MONTREAL, 256 Lemoine St.**

New Lines in Felts

also **McKays**
for Men, Boys, Youths, Misses, Women and Children.



We call particular attention to the new Fall and Winter Felt Samples we are now showing in which we offer a wide variety at attractive prices. You will find just what you require for your own special trade.

There are also some splendid lines of Men's and Boys' Welts, Women's Mock Welts, McKays and Standard Screw for Men, Women, Misses, Boys and Children — and,

A solid line of Pegged Shoes for Men and Women.

O. Goulet & Sons. Limited

575 St. Valier St., Quebec.

Goodrich "Hi-Press" Rubber Footwear

Mark this—for genuine service, comfort value, there is not another line of Rubber Footwear manufactured that excells Goodrich "Hi-Press." That is the conclusion reached after hearing the reports of both dealers and wearers during the many seasons Goodrich "Hi-Press" have been on the market.

for

Farmers
Fishermen
Miners
Lumbermen

As a business proposition they prove unusually attractive. The margin of profit allowed is very liberal and yet they sell at a price that means a brisk turnover.

Almost every man who works or lives out of doors has need at some time or another for Goodrich "Hi-Press" — "the rubber footwear with the red line 'round the top."

We carry a full line in stock at all times. Let us send you samples and prices.

Croskery & Company, Ltd.

IMPORTERS AND DISTRIBUTORS FOR ONTARIO

220 King Street West - Toronto

"The Wear

is There"

From Evening Slipper to Golfing Brogue

So complete is our range of tannages that we can supply at the shortest notice the requirements of any manufacturer.

Whether it be the daintiest evening slipper or the sturdiest golfing brogue, it is best soled with one of our tannages.

Get in touch with our agents or representatives.

The Breithaupt Leather Co.

Limited

Manufacturers of "The Standard of Canadian Sole Leather"

Sales Offices:

KITCHENER TORONTO VANCOUVER MONTREAL QUEBEC

Tanneries at:

PENETANG HASTINGS KITCHENER WOODSTOCK BURK'S FALLS

Boy - Proof

In "Eclipse" Shoes for Boys, the main idea has been to make them "boy-proof"—and at the same time good looking.

"Impossible," you say? Well just give them your critical inspection. Examine them inside and out. Study the way in which they are put together. And if you happen to know a boy who has worn them or a parent who has bought them, ask their opinion. You will discover it takes a pretty good boy to ruin a pair before they have delivered their full value.

"Eclipse" shoes are made for Growing Girls, Youths, Little Gents, Misses, Children and Infants. Write for samples today. Travellers now on territories.

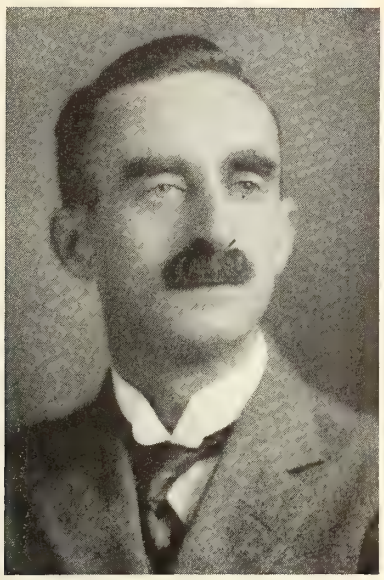
Come to the "MADE - in - GALT Exhibition"

Nov. 12 to 19 inclusive

The Galt Shoe Mfg. Co., Ltd.

Galt - Ontario

THE BEST *Everyday* SHOE



Mr. J. S. Ashworth

Bigger and Better Than Ever

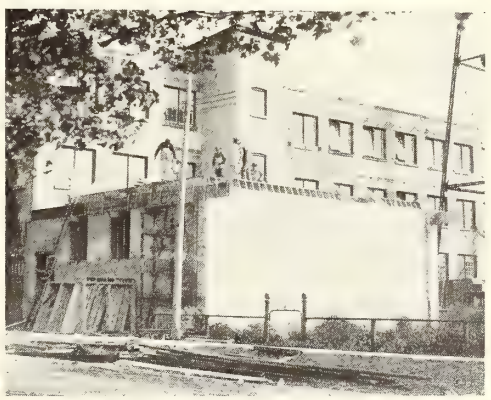
Announcement to the Wholesale Trade

THE T. SISMAN SHOE COMPANY announce the opening of an office in Toronto. Mr. J. S. Ashworth, well known as a representative of Sir H. W. Tricket, Limited, will be in charge and will call upon the trade with Sisman lines.

AN appreciation of Sisman value is manifest in the fact that we have been unable to cope with the abundauce of orders received.

To keep Sisman Service consistent with our reputation we are making the addition of a new three story building, including equipment which will give us an output of 1500 pairs per day. A fitting room will be opened at the town of Newmarket.

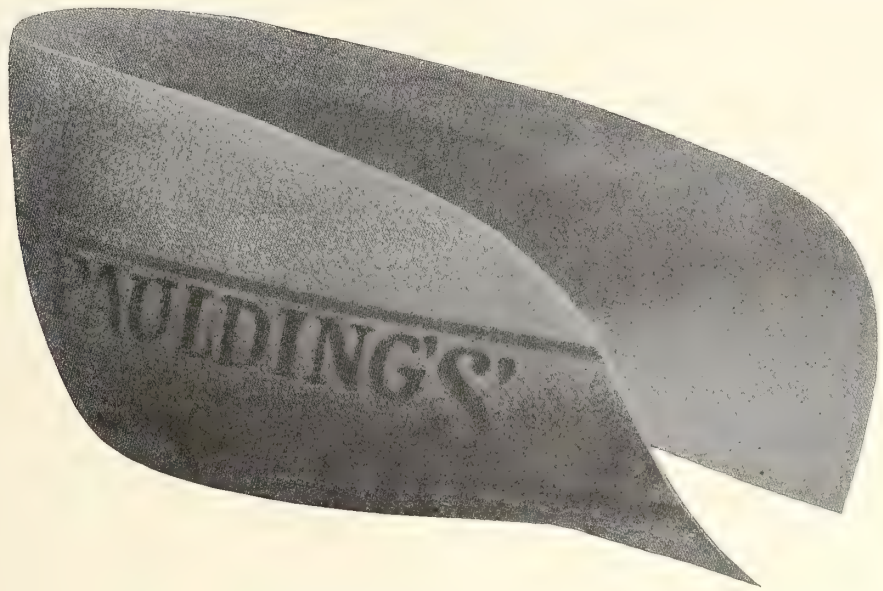
We shall be happy to answer the enquiries of jobbers interested in the "Best Everyday Shoe" for men and boys. Our increased facilities will enable us to give an assurance of service.



THE
T. SISMAN SHOE COMPANY
LIMITED
AURORA ONTARIO

AIRD & SON
REG.
MONTREAL

SPAULDING'S
Fibre Counters
Guaranteed



Spaulding's Fibre Counters

HAVE

A perfectly moulded uniform heel seat that fits the last.

A wide scarf that gives maximum flexibility where necessary.

A proper degree of rigidity and the correct shape to give a perfect backpart.

J. Spaulding & Sons Co., Inc.

Main Office and Factory
NORTH ROCHESTER, N. H.

PHILADELPHIA
John G. Traver & Co.
410-412 E. 8th St.

CINCINNATI
The Taylor-Poole Co.
141-143 No. 4th St.

SEVEN FACTORIES
Tonawanda, N. Y.
No. Rochester, N. H.
Rochester, N. H.
Milton, N. H.
Townsend Harbor, Mass.

Boston Office
203-B ALBANY BUILDING

ST. LOUIS
The Taylor-Poole Co.
1602 Locust St.

CHICAGO
J. E. D. McMechan & Co.
217 W. Lake St.

English Agents: J. Whitehead & Co., Ltd.,
Leicester, England.

Canadian Agents
International Supply Co., Kitchener, Ontario, and Quebec City **V. Champigny, Montreal**

SPAULDING'S
OAK TAN
FIBRE INNERSOLING

ALPHABETICAL LIST OF ADVERTISERS

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Can We Help You ?

There may be certain articles which you cannot find in these advertising pages that you would like to have information on. Do not hesitate to use this form, no matter what it is. If we can be of any service to you in supplying that information, it will be a pleasure to do so. We want you to feel that Footwear in Canada is published in your interests, and we want to help you whenever we can.

INFORMATION WANTED

Footwear in Canada,
347 Adelaide St. West,
TORONTO.

Date.....19

Please tell me .....

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Name .....

Address .....

The "Hewetson" Shoe

A NATIONALLY ADVERTISED PRODUCT

We announce to the shoe trade of Canada the launching of a coast to coast campaign advertising "Hewetson" Shoes for Children.

The "Hewetson" Welt (made at Brampton)

Our Baby Welts with Velvet Soles in sizes, one to five; and Children's Welts with Oak Bend Soles, in sizes four to eleven, in all Leathers.

The "Hewetson" Pla-Shu (made at Acton)

A full range of Pla-Shu's from Infants' to Misses', including Barefoots, Sport Oxfords, Slippers and Jockey Boots.

There will be no change in policy of distribution. "Hewetson" Shoes, as heretofore, will be sold through Canada's leading jobbers.

J. W. Hewetson Co., Limited

"Shoemakers to Children"

Brampton, Ont. and Acton, Ont.

517½ Black Patent, 3 strap, French cord, Imit. Ball Strap, flexible McKay Baby Louis heel.

A Fine Example of Canadian Shoemaking

If any doubt exists in the mind of any retailer as to the quality of Canadian-made footwear, let him examine this model picked at random from our Spring 1922 range.

The shoe speaks for itself.

The price speaks for your customers' trade.

The Metropolitan Shoe Company

91 St. Paul St. E. — Montreal, Que,

Makers of "Patricia", Dr. Verner's Cushion Sole for Women and "Metropolitan" for Men, Women and Children

Branch of Daoust, Lalonde & Co. Limited, Montreal

THE ROBSON LEATHER CO. LIMITED
HIGH GRADE SIDE LEATHER
OSHAWA CANADA

"The Best in Every Respect"

BLACK BEAUTY

Chrome Patent Sides

Skillfully Made
From Highest Class Raw Material

THE ROBSON LEATHER CO.
LIMITED
TANNERS AND CURRIERS
OSHAWA — CANADA

Incorrect shoes worn in childhood cause deformed toes like these.

This is how nature intended the foot to grow—the **Hurlbut** *way.*

Teaching a Million Mothers

HURLBUT advertisements are teaching a million mothers the importance of correct footwear for children. They are stressing the danger of ill-fitting un-natural shoes.

A million mothers are thus being convinced of the necessity of demanding HURLBUT CUSHION SOLE SHOES.

Are **you** prepared to take your share of this attractive business?

HURLBUT
CUSHION-SOLE
Shoes for Children

ensure the trade of parents who buy wisely—the class of business you desire—and, who, when satisfied will be constant and steady customers.

Salesmen or Samples on Request.

PHILIP JACOBI

5 Wellington Street East, Toronto

Exclusive wholesale distributor of Hurlbut Shoes.

SHOW CARDS **SIGNS**

ART - SIGN STUDIO
REGISTERED

CREATORS of that Better Advertising Display.

Posters
Window Lettering

See Examples of Our Window Cards in Editorial Section.

165 KING W., - TORONTO

SERVICE **SATISFACTION**

Christmas Window Decorations

that do just what they should---
INCREASE YOUR BUSINESS

Everything for a Perfect Window Display

Decorations for every season and trim.

Most complete line ever offered.

FANCY BACKGROUND PAPERS, BORDERS, ARTIFICIAL FLOWERS, BASKETS, THUMB TACKS, CHENILLE ROPING, SANTA CLAUS CUT-OUTS, PAPIER MACHE HEADS, TINSEL FLITTER, ETC. ETC. ETC. ETC.

Send for our complete catalogs.

Doty & Scrimgeour Sales Co., Inc.
30 Reade Street **New York.**

FRANK SLATER

Strider

REGISTERED

SHOE

ESTABLISHED 1903

MEN'S & WOMEN'S WELTS

For the Better Trade

The lines shown are just two of the 40 others carried in stock

CATALOGUE AND PRICE LIST

It's your own fault if you haven't got it! A post-card will bring you a complete list of our lines together with prices

Write us to day

Eagle Shoe Co., Limited

587 Beaudry Street, Montreal

Strider REGISTERED

By Every Standard of Comparison "STRIDER SHOES" are better

No. 5003 Women's tan calf Bal C & D widths. Sizes 2 1-2 to 7. Same in black kid. Price $5.90

No. 6003 Men's Black Vici Kid C width 5-10, D width 6-11 Price $6.75

No. 1 grade. All solid leather.

The Classic Shoe for women and children

EMBODIED in Classic Shoes, the dealer will always find the newest in style trend. Without being extreme, Classic lines have the touch of fashion which always interests the feminine buyer, while retailing at a price which attracts trade.

The little girl is wearing a tan calf Blucher Oxford of the Classic Tru-Trod line. The success of Tru-Trod juveniles is easily explained by the excellence of the neat little shoe itself. A thorough investigation of "Tru-Trod" will prove to you the wonderful saleability of a superior Children's line – sold on a basis of quality, workmanship and hygienic comfort.

We invite you to visit the "MADE IN GALT EXHIBITION", Nov. 12-19. You will be PARTICULARLY welcome at the Getty & Scott display. Take in this event if you possibly can. It will be worth while.

Getty & Scott Limited

Galt - - - Ontario

OWENS-ELMES

For your more exclusive trade—the O. & E. girl presents our patent one strap with white French binding—a refined afternoon mode.

TORONTO CANADA

FALL AND WINTER

No. 245—Black Satin One Strap, Imitation Turn, 1¾ Inch Wood Baby Louis Heel. **Price $5.00**
AA—5 to 8 A—4 to 8 B, C and D—3 to 8

HOLTERSHOES

Good staple,. honest styles of shoes in stock ready to be shipped at once.

Order Today

No. 244—Black Satin One Strap, Imitation Turn, 2¼ Inch Wood Louis Heel.
Price **$5.00**
AA 5 to 8 A—4 to 8 B, C and D—3 to 8

THE PROTEX-ARCH SHOE
No. 239—Best Grade Glazed Kid, 8½ Inch Welt, Tip 1¼ Inch, Cuban Heel, Protex-Arch Shank Features, Solid Leather Long Counter.
Price $7.00
AA—5 to 9, A—4½ to 9, B—4 to 9, C and D 3½ to 9
Add 25c for 8½ and 9

The PROTEX-ARCH SHOE

The Protex-Arch Shoe prevents Fallen Arch or flat foot, foot fatigue and leg pains, enlarged feet and both minor and serious pedal displacements. They also induce correct walking, free blood circulation, render comfort in abundance and the special features preserve the style and lengthen the wear of the shoe. Women wearing Protex-Arch "Holtershoes" can truly enjoy the foremost in shoe fashions together with the most protective and health-giving measures of modern orthopaedic science.

THE PROTEX-ARCH SHOE
No. 238—Best Grade Glazed Kid, 8½ Inch Welt, Tip, 1¼ Inch, Cuban Heel, A/C Combination Last. Protex-Arch Shank Feature. Solid Leather Long Counter.
Price $7.00
AA—5 to 9 A—4½ to 9
B—4 to 9..C and D—3½ to 9
Add 25c for 8½ and 9

No. 241—Brown Calf Oxford, Welt, Tip, 1½ Inch Military Heel.
Price **$5.35**
AA—5 to 8 A—4½ to 8
B—4 to 9 C & D 3½-9
Add 25c. for 8½ and 9
No. 242—Same as No. 241—but Gun Metal Calf Oxford **Price** **$5.35**
No. 248—Same as No. 241—but black Regent Kid. **Price** **$4.90**
No. 249—Patent Colt, Same Widths and Sizes Built Exactly Like 241, **Price** **$5.35**

Send in your orders now for a line of sizes on these numbers. They are priced right.

Quick sales with satisfactory profit to you and service to your customers are assured.

You will make no mistake in buying any of these styles.

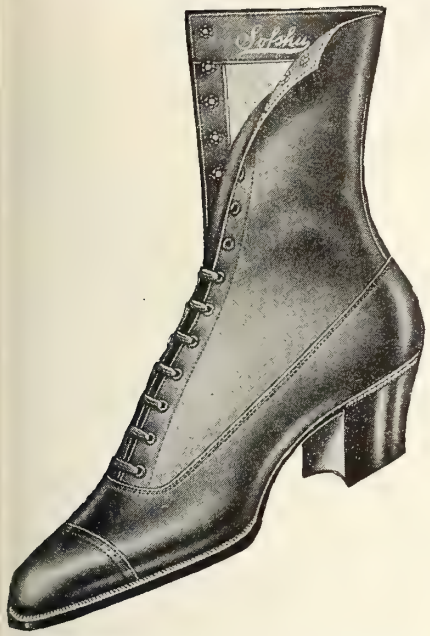
No. 246—Brown Side Oxford, English Welt Tip, 1¼ Inch Heel.
Price **$4.60**
AA—5 to 7½ A—4½ to 8
B—3½ to 8 C and D—3 to 8
No. 247—Same as No. 246—but Gun Metal Calf Oxford. **Price** **$4.60**

TERMS—NET 30 DAYS.

THE HOLTERS COMPANY, Cincinnati

NEW YORK: 437 Marbridge Building — BRANCH OFFICES — CHICAGO: 304 Lees Building

"HOLTERSHOES" Ready to Ship Now



No. 142—Glazed Kid Vamp, Dull Kid Top, 7 Inch Flexible Welt, Sofshu, Tip, 1½ Inch Common Sense Heel. **Price $5.35**

B—4½ to 9 C—4 to 9 D & E—3½ to 9
Add 25c. for 8½ and 9

No. 240—Glazed Kid 8½" Welt, Tip, 1¾ Inch Cuban Heel. **Price** **$6.50**
AA—4½ to 8 A—4 to 8 B—3½ to 9
C and D—3 to 9 Add 25c. for 8½ and 9

No. 136—Glazed Kid Vamp, Dull Kid Top, 7 Inch Flexible Welt, Sofshu, 1½ Inch Common Sense Heel. **Price...$5.35**

A—5 to 8 B—4½ to 9 C, D & E—4 to 9
Add 25c. for 8½ and 9

No. 219—Glazed Kid Vamp, Glazed Regent Kid Top, 8 Inch Flexible Welt, Sofshu, Tip, 1⅝ Inch Cuban Heel, Wingfoot Rubber Top Lift. **Price**.....**$6.00**

AA—5 to 8 A—4½ to 8 B—4 to 9
C & D—3½ to 9 Add 25c. for 8½ & 9

AA to D

No. 250—Gun Metal Calf Vamp, 8½" Dull Kid Top, English Welt, 108 Last, 1⅛" Military Heel. Price $5.10

No. 212—Glazed Regent Kid, 8½ Inch Welt, Tip, 1⅜ Inch Military Heel. **Price $5.35**

AAA—5 to 8 AA—4½ to 8 A—3½ to 8
B—3 to 8 C—2½ to 8 D—3 to 8

No. 217—Same as No. 212 but—Brown **Side Calf. Price** **$5.50**

No. 251—Gun Metal Calf Vamp, Dull Kid Top, 8½ Inch Welt, 1½ Inch Military Heel, AAA to D. **Price** **$5.60**

THE HOLTERS COMPANY, Cincinnati

NEW YORK : 437 Marbridge Building **BRANCH OFFICES** **CHICAGO : 304 Lees Building**

THE GLOBE PILLOW WELT

ANY dealer who does not appreciate the importance of hygienic principles in children's shoes is decidedly behind the times. Correct fitting means comfort and longer wear. A satisfied customer means another sale.

GLOBE PILLOW WELT shoes are supplied for the foot that Nature made. They allow a child's foot the freedom to grow properly. They give the adult's foot the comfort of correct shape.

Make your customers happy with the GLOBE PILLOW WELT.

Globe Shoe Limited, Terrebonne, Que.

Montreal Office, J. A. BLUTEAU, Representative
11a St. James Street

Footwear in Canada

A National Journal of its Findings, Making and Sale, with a quality circulation—every reader a possible buyer.

Published Monthly.

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THOMAS S. YOUNG, Managing Director

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The Organization Problem in the Shoe Retail Industry

The Retail Merchants' Association of Canada have started a campaign to increase the shoe retail membership of their organization in Ontario. Toronto is the field on which their efforts are first being concentrated and they are aiming to form a boot and shoe section in that city in the near future when the interest of the trade has been worked up. At the time of writing, after a couple of weeks of canvassing, the Toronto membership is about twenty-five, including a number of representative shoe retail concerns. In various Ontario centres boot and shoe sections already exist, among which may be mentioned Ottawa, Windsor, London and Peterboro. When the campaign has sufficiently progressed and further locals have been formed, it is the intention to establish a live provincial boot and shoe section, and, eventually, we are informed, a Dominion section.

There is already, of course, a shoe retailers' association in Toronto, but for some time past it has not been active. A meeting was called by the president at the beginning of the season to discuss the question of affiliation with the Retail Merchants' Association and a general invitation was issued to the members of the trade to attend. There were some half dozen present.

The situation at present is, we cannot but feel, very unsatisfactory. There is the National Shoe Retailers' Association, which is not definitely linked with any of the local associations, unless by the fact that the men who are interested in the local work are, generally, interested in the national organization also. In Toronto, as already mentioned, there is a local association, inactive at present, and a movement under way to form another local body as a section of the Retail Merchants' Association. And finally, there is the projected Dominion boot and shoe section of the latter organization, which, if it materializes, cannot fail to overlap with the N. S. R. A.

This is all rather a muddle, as we see it. There is bound to be complication of organization and duplication of effort. If the support of the shoe retail trade is going to be divided between two organizations, neither of them will accomplish nearly as much as if the whole industry got behind one or the other. A weakness of the N. S. R. A. has been that it has not taken in all existing local shoe retail associations as part of its organization. As we urged at the time of formation of this organization, local associations should be made the very foundation of the larger structure. Not only would this have helped the N. S. R. A., but it would also have helped the local bodies immeasurably. One of the reasons, we believe, that the Toronto association has not held the interest of the trade is because many have felt that they had not sufficient weight—being merely a local body representing only only one line of business—to accomplish anything of real benefit to the trade. But if they had affiliations with a strong national organization, and through them, with similar local bodies throughout the country, the case would be entirely different. There would be an esprit de corps, a sense of ability to accomplish something and a spirit of friendly competition between the different towns and cities, all of which would be of benefit to everybody concerned.

It is high time that the organization question in the shoe industry was dealt with effectively. A few faithful workers in the N. S. R. A. have been carrying the burden for the whole Dominion. They have accomplished much. But—there is no getting away from the fact that the N. S. R. A. has not had the support from the trade that it should have. How is that support going to be obtained? How is it going to be made truly representative of the shoe retailers of Canada? In one way, and in one way only, which is by building from the ground up—on the basis of local associations.

Be an Early Bird.

Keep your name before the public. Use lantern slides in your local moving picture houses of the better class to announce, "Give something in Footwear this Christmas," over your name and address. The picture house can make you a slide for a very reasonable sum.

Individuality a Requisite of Successful Merchandising

The weakness of many shoe stores is that they lack individuality. There is no character, no distinctiveness about them. They represent merely a conglomeration of ideas borrowed from various sources. This is the mistake some merchants make; they think that they can borrow better ideas than they can produce. It is good business of course to keep one's eye open for little "kinks" and schemes that may be adapted for use in one's store, advertising stunts, eye-catchers for the window-display, and the like. Every wise retailer does that. But unless you can add a touch of individuality that will make these ideas distinctively your own, they are of no avail. Mere copying is useless. It is by the differences, not by similarities, that men and stores stand out and become known to the public. Introduce the personal atmosphere in your store; make it expressive of your own personality. Thus all big business is built, and therein lies the romance of industry.

Patriotism, Prudence and Profits

Business is getting back to normal slowly but surely, but we are not altogether out of the woods yet. And in the meantime there are certain precautions which it is very essential we should take in order that there may be no set back to our progress. The cost of living is one of the factors--indeed probably it is the chief factor--that has caused a period of comparative slackness of demand in practically all our industries. The people--certain classes of them at least--were forced to economize, with the result that the market became clogged with goods that had been manufactured in anticipation of continued activity. This, of course, immediately brought about a limitation of production, which has resulted in the present unemployment situation.

Our problem now is to revive the domestic demand, to its normal proportions--which in many parts of the country seems to have been already accomplished--and if possible to find other outlets for our products. In order to do this it is essential to keep the price to the consumer down. If we cannot do this, we can expect no immediate resumption of activity in the domestic market, nor can we hope to make any headway in placing Canadian goods upon the markets of the world. Hence our unemployment situation will continue, and the country will stagnate.

We have urged this on previous occasions, but we do not think it can be urged too often or too strongly. Prices must be kept down in all industries. Manufacturer, wholesaler and retailer--all of them in all lines--must be content to face a period of low profits. Any attempt to take advantage of a temporary situation to increase prices is bound to cause a set back and we will have to regain just that much ground. Get the goods sold--even if it is necessary to cut the mark-up to the very lowest point consistent with sound business. From the national viewpoint that is the only wise policy.

Some one may complain that Labor is not bearing its fair share of the burden--and there is no doubt that the attitude of a certain section of Labor is short-sighted, even stupid. But, however that may be, no loyal Canadian should seek to offer as an excuse for shirking his duty the negligence of others. Patriotism is as essential to Canada's welfare in times of peace as it was to her safety in time of war.

A Neglected Opportunity

One of the biggest mistakes a business man can make is to get so engrossed in his own special work that he can think of nothing outside of it. He may make a success of his business in that way, but he will not make a success of his life. His mind develops along one line only. He becomes one-sided, narrow, small-minded. Such a man is not, and can never be, a nation-builder.

And we need nation-builders in Canada to-day --men of large vision, who conceive their work not only as a means of livelihood, but also as a service to the community, who see how their efforts may be co-ordinated with those of like-minded men to produce an ordered, purposeful progress in this great Dominion of ours.

We come right back to that old idea--working together for a common end, for the common good. Have you ever tried it? If you haven't, you have missed one of the big things of life. There is a satisfaction to be realized in this unremunerated effort which you can never experience in chasing the almighty, but elusive, dollar.

Where should a man begin? In the association which represents his trade or profession. There's an avenue open to you there that leads to a larger outlook on life, to a sense of real achievement, to a spirit of brotherhood, if you will but set your feet upon it and follow it with enthusiasm and determination. The men who think an organization is useless are those who have never put their hearts into its work. One of the officers of the shoe retailers' association---a man to whom the trade owes a great deal--said to Footwear in Canada, not long ago: "I regret no time, money or effort I have put into this organization. I have been repaid many times over in the joy I have found in the work, in the pleasant relations I have had with my fellow-workers, in the spirit of mutual helpfulness which it always yields. The one thing I do regret is that a greater number of the members of the shoe retail trade have not enjoyed the same experience as I have. If they would only get into this thing they would realize that there are benefits to be derived from it which cannot be calculated in dollars and cents.

Hard times are not coming. Soft times are just going.

"Reconstruction" and the British Shoe Trade

Footwear Industry in Old Country has Legacy of Problems from the War—Diminished Export Business, with Increased Manufacturing Capacity, Fluctuating Exchange, Public Hesitancy—but Faces them with Energy

From the London Office of "Footwear in Canada."

The twenty-second annual International Shoe and Leather Fair held in London, October 3rd to 7th constituted a record one in respect to the number of exhibits 497, which is surprising in view of prevailing conditions in the industry in Great Britain.

This record is, I venture to suggest, a happy augury for the future and proves that the trade interests are not prepared to allow the grass to grow beneath their feet.

The past year has been an unfortunate one for British manufacturers and the present position is one of uncertainty. There is no lack of initiative or enterprice on their part to account for the situation; they are rather victims of circumstances—a legacy of the war!

The Troubles of the Creditor

Continental Europe which took a very large percentage of this country's surplus remains practically a closed market; prevailing rates of exchange continue to handicap France, Belgium and other countries buying not only footwear but numerous other products. The Pound Sterling in pre-war days—and it is provoking to be reminded of the war—was equal to Francs 25.22 but to-day it is equal to Francs 51.90. Creditor nations cannot export because their debtors already owe them more than they can pay.

Up to and including 1914 Great Britain exported forty million pairs of boots per annum; she is now exporting not more than five million pairs.

Not only is this country unable to command the European markets but other valuable markets of prewar days are practically closed. Australia, South Africa, India and Canada have become largely independent of outside sources of supply. In August 1913 Australia imported eighteen thousand dozen pairs of boots and shoes from this country. During the long period of the war it was almost impossible for Australia to purchase from Great Britian, throwing her on her own resources, and to meet the exigencies of the situation, the manufacture of footwear was developed on a larger scale within her own borders. In August of this year only eighty-five dozen pairs were shipped to Australia.

Prior to 1914 Great Britian's export of footwear was approximately twenty-two per cent of her total production; now it is not more than five per cent and taking into consideration that the total productive capacity during the last seven years has been increased by fully twenty-five per cent the depression in the industry is apparent.

Export Trade the Determining Factor

Remarking upon the future of the country's export trade, Mr. A. E. Marlow, J. P., C. A., President of the Boot Manufacturers' Association, recently, stated, "A good deal depends on whether there is a workable agreement with Germany, which will see the beginning of improvements in the export trade. That the export trade is the crux of the whole position is realised nowhere as much as in the boot trade. Until it revives, we cannot hope to see our factories working their capacity, or our warehouses denuded of those stocks of boots which so many months of depression have caused to accumulate in such large quantities."

The position of the home trade has been one of vicissitudes and can be judged from the foregoing remarks. Although there is a decided tendency towards lower prices old established retailers are still affected by the sale of shoddy productions; the public appreciating that there is a slump are disposed towards these cheaper grades on the assumption that they are bargains. This applies more especially to women's footwear. There is a growing inclination among manufacturers of quality productions to fix the retail price by stamping the cost plainly on the soles; this is a good plan and effectively counteracts any possibilty of profiteering on tthe part of retailers.

A Minimum Standard Specification

A scheme has been approved by The British Boot Association whereby all manufacturers of footwear meeting an approved standard of production will stamp, or tag, boots or shoes "To the specification of The British Boot Association." This will enable the public to to discriminate when purchasing.

It is understood that a number of the leading manufacturers of only high grade branded footwear do not favor this step, maintaining that they have spent large sums of money in advertising their brands and that manufacturers who do not brand their products are given an opportunity of capturing business that has taken them years to establish. The guarantee tag or stamp stands for nothing more than a minimum standard however.

Feminine Taste Shows Wide Variety

While there is no decided trend in fashion there is a wonderful variety in pretty shoes for women; an unusually long period of fine weather, in unison with the fashion in short skirts, has witnessed a demand for pretty shoes in suede, kid, fabric and polin in a variety of delicate colors and generally worn with hose to match. The sandal design has been much in evidence; it permits of an almost unlimited variation in strapping to grace the ankle. The patent oxford, too, is being favored.

There is little variation in men's footwear and the moderately heavy boot remains in general favor, although there is a tendency towards lighter shoes in patent leather and kid.

Chrome leather is being more extensively employed by manufacturers for soles; a national advertising campaign by the manufacturers of the "Dri-Ped" brand has created a wonderful demand, equalling that of "Neolin" in America although the two soles are totally different. "Dry-Ped" is also being largely employed by shoe repairers.

Rubber soles and heels are becoming increasingly popular because of their wearing qualities and a large number of different styles are marketed.

Wm. T Batstone, President

Harry Clark, Vice-president

Fred Kickley Treasurer

HAMILTON SHOE RETAILERS' ASSOCIATION

A Revival!

The reorganization of the Hamilton Shoe Retailers' Association has taken place under favorable auspices. Already it has 90 per cent of the local shoe retailers included in its membership, and the work is progressing in a most gratifying way.

It is hoped by means of the organization, the secretary, Mr. Chas. Levinson, states, to eliminate a lot of unnecessary price cutting and illegitimate opposition, and certain nationally representative concerns have given the executive to understand that they will co-operate in any effort along this line

Some Show!

The costume revue to be staged at the National Shoe Retailers' Convention and Shoe Exposition in Chicago, Jan. 9 to 12, 1922, will be an entertainment in itself. Get the vision—a board walk or runway over 700 ft. long, circling the main auditorium of the Coliseum, brilliantly illuminated by a system of concealed lights. Four thousand people can see the show at each of the two performances. But not only will the scenic effect be wonderful and dazzling, it will present an educational opportunity in the matter of correct costuming which will be invaluable to the shoe merchant. No model will be permitted on the "Boardwalk" who is not correctly clad from head to foot. The headgear, jewelry, gown, hose and shoes must harmonize in every instance.

See you at the Galt Exhibition

Galt, Ont., is one of the most wide-awake towns of its size in the province. It has a large number of modern factories, and among them not the least active and progressive are those of the local shoe manufacturers. With the object of showing what their city can produce, the heads of the various industries have arranged to stage a "Made in Galt" exhibition lasting one week, Nov. 12 to 19. And it will surprise those who may not be acquainted with the development of Galt as a manufacturing centre to know that some seventy concerns will be taking part in this exhibition.

Needless to mention, all the shoe manufacturers in Galt will be displaying their products, and that they will make a good showing for the shoe industry goes without saying. Getty & Scott, Scroggins Shoe Co., Yale Shoe Mfg. Co., and Galt Shoe Mfg. Co., will all be there. Mr. W. G. Fallen, of Getty & Scott, is on the publicity committee of the exhibition and is boosting it most enthusiastically.

Observations on the Flayed Skin

By Alfred Seymour-Jones, before Leather Section, American Chemical Society.

The skin of an animal serves during life many useful purposes, and possesses an intricate structure to meet all the calls upon it. Since after death the skin continues to be highly useful, a knowledge of its structure is essential that the best possible means may be adopted to deal with it

Before proceeding to deal with the animal skin, the tanner first removes all the hair and outer skin (epidermis) from the outside and all adhering fleshy matter from the inside of the skin. This leaves the true skin to be converted into leather. This true skin consists of four distinct layers, differing considerably structurally and chemically.

The topmost layer is the grain membrane, which varies considerably in feel and texture with different animals, largely according to the type of hair or wool. It really forms a connecting link between the epidermis and the true skin. Just below it lies a thin layer, the cutis minor, vitally important in the manufacture of good leather. Below again is the fatty layer, largely consisting of groups of fat cells, resembling in appearance bunches of grapes. The last layer is the cutis major, which forms the major part of the whole skin. It is composed of white collagen fibres, intertwining in every direction to form a firm and inextensible coat for the body.

In the grain membrane and cutis minor the white fibres are supported by yellow elastic fibres. When, as in bating, the elastic fibers are removed, these two layers become soft and extensible, and the skin "falls". This is the result desired in the preparation of glove leathers, kid and the like. But it is only necessary to bate these two upper layers

Make Your Store a Christmas Gift Shop

The Shoeman Can Get his Share of the Christmas Trade by the Use of Live Merchandizing Methods —Start Early and Get the Holiday Atmosphere into Your Window Displays and Your Advertising — A Few Suggestions for Putting Pep into Your Campaign

There's no reason in the world why the shoe merchant should not secure a fair share of the Christmas gift business, if he goes after it in the right way. It is, of course, necessary to make a very definite appeal to the public and let them know that you are making a special effort to meet their requirements along this line. Impress it upon them in your ads, your window displays, your show cards; suggest it to your customers in your every day transactions with them; get the gift idea right into the atmosphere of your store. If you want to make anything out of the Christmas business, you've got to be thorough in your methods. Half measures won't bring results worth while.

It will be wise to identify yourself with the great body of merchants in every line who will be making a feature of gift merchandise for several weeks before Christmas. Get in on the "Do your Christmas Shopping Early" Campaign in your town, if such a campaign is organized, and if there isn't, then start one yourself. Propaganda which has been issued in recent years has been quite effective in alleviating the pre-Christmas rush, and has thus benefited everyone concerned. The merchant has been able to spread the extra business over a longer period and thus avoid in many cases the hiring of extra help; the salespeople have not been forced to work for such long hours at high pressure; and the public have been doing their shopping in much greater comfort and with less waste of time. There is little doubt, too, that the results have also been shown in a general increase in Christmas trade.

Gift Selections of Footwear

The first essential in catering to the gift business is to feature the right goods. The merchant should analyze his stock and make a list of all the lines that would make appropriate gifts. Then he is in a position to go ahead and work out systematically, a campaign of window display and newspaper or direct-by-mail advertising.

The public, a large section of it at least, does not think of the shoe store as a place to buy Christmas presents. With the exception of the time-honored "comfy" slippers, which have proven themselves hardy perennials among the yearly offerings to Dad and Grandma, people really don't appreciate that there are many delightful and useful gifts that can be secured in a footwear establishment. It's up to the shoe merchant to enlighten them. Now just let us set down a list of suggestions:

Besides the aforesaid bedroom slippers, there are dancing pumps, fancy evening and afternoon shoes, mules, children's fancy slippers, moccasins, hockey boots, hosiery, all of which would make very appropriate presents. Many shoe retailers also carry travelling bags, and these, also, should make a good Christmas feature. It might be a good idea to draw up a list of suggestions that would be suitable for each member of the family, such as the following:

For mother: brocaded mules, fancy Indian moccasins, evening shoes.

For dad: Bedroom slippers, travelling bag, golf shoes.

For sister: dancing pumps, silk stockings, satin mules.

For brother: patent dress oxfords, hockey boots, moccasins.

For the baby: Soft sole bootees.

Why not a Gift Department?

If it is at all possible, it will be good business to arrange a "Gift Department," in which all lines that will be featured in your Christmas window displays and advertising will be gotten together. This might be arranged as an extension to your Hosiery Department, if you have one, as the latter would be, of course, one of the centres of attraction to Christmas shoppers. It would be best to display the goods in show cases, in order that the buyer might, at a glance, have a number of appropriate suggestions presented to her.

Having decided what to feature, the next thing is to prepare advertising. It will of course be necessary to use newspaper space, but it would not be wise to stop there. Circulars, personal letters to your customers, window cards, posters —some, or all of these mediums should be used in conjunction.

Personal letters to a selected list of customers should prove effective. Here is a suggestion:

Dear Madam:

No doubt you find the selection of

Christmas gifts a problem, as well as a pleasure. Most women do. And it occurs to us that perhaps we could offer some suggestions that would be helpful to you.

Many people do not appear to realize that in an up-to-the-minute shoe store they will find a wide range of really charming, and useful, gifts, which at the same time have the added attraction of being just a little different.

For example, we can show you some satin and brocaded mules, which would delight the heart, and the foot, of any woman, be she flapper or matron. "Chic" is the verdict of all our customers who have seen them on display.

And there are evening slippers, new and exclusive, not loud, but with all the style and spirit about them that appeal to the young lady who dances. Wouldn't she just be delighted to have them for the big New Year's party?

Then we have a range of hosiery which you would be interested in. The selection is unexcelled in this city, we believe, and includes the most recent and attractive patterns. We might mention, in particular, some new lace front effects.

As an appropriate gift for a young man, we might suggest patent dress oxfords, of which we have a number of very pleasing styles. Or perhaps a pair of sport shoes might appeal to you as especially suitable. Of these we have a very wide range, from which we feel sure you could make a very satisfactory choice.

You can also select presents which would delight the younger folk. There are hockey boots, moccasins, shoe packs, boy scout boots, etc., which have all the features that appeal to the young connoiseur in sporting and outdoor equipment.

While for baby there are little bootees in a number of the most delightful patterns you can imagine.

These, and many other equally attractive and appropriate lines of gift merchandise, we have gathered together in a Gift Department, for your convenience. And if you will pay us a visit, it will be a great pleasure for us to show you our very complete selection, and to give you any assistance which our experience equips us to render.

P. S. We will exchange any shoes for size after Christmas Day, so that there will be no difficulty with regard to their proper fitting.

Xmas Post Card Attracts Attention

Here's another idea which will help to pull business. Get out a Christmas postcard, with a neat design on one side, and on the other a personal message and the address. This could be sent out to your complete mailing list, and would be sure to attract attention. The message should be brief and to the point, something like this: "Have you been considering the selection of Christmas gifts for your friends? If so, you will be interested to know that we have a complete line of gift footwear, hosiery, travelling bags, etc., from which you can choose presents for your friends which are as attractive as they are useful. We shall be delighted to serve you in any way, if you will pay us a visit."

This might be printed on the card, or if the list is but a small one, it might be written or typewritten, which would add more of the personal touch.

It would also be good advertising to have an artist or sign-writer work up some neat posters for you, which might be used in the store and on any available space in the vicinity.

Good window cards are of course, essential and we are showing a number of suggestions in this article which should make an effective appeal. The originals of the cards shown measure 14 in. by 22 in., which is a suitable size for a fairly large window. The size of the card used should be determined, chiefly, by the size of the window. In a small window a large card is obtrusive and distracts attention from the display.

Some Business-Getting Ideas

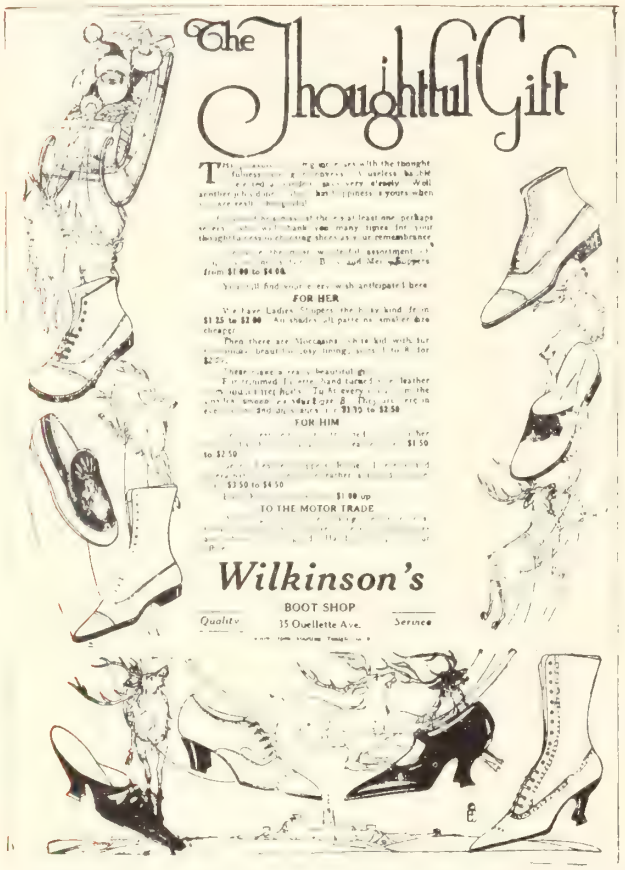
It is a common practice, and one that has been fruitful of results, to enclose dodgers with all correspondence, accounts, etc., sent to customers for some weeks previous to Christmas, and also to use stickers on all parcels sent out, drawing attention to the fact that the merchant has an attractive selection of gift footwear.

Another scheme which could be used to advantage would be to use little red arrows on the telegraph posts for some distance on either side of your store, pointing in your direction, of course, and then continue them on your window, having three or four in a line directing the gaze of the passers-by to a window card referring to your gift merchandise.

In many instances, it would be feasible and advantageous to follow up letters or circulars by telephone. If your clerks have a personal clientele of customers (which they should) they could do particularly good work in this connection.

One of the points that you will have to bring out in your advertising is that you will be willing to make exchanges on gift footwear, after Christmas Day, so that recipients of Christmas presents may be assured of having a correct fitting. It would be well, in this connection, to enclose with each pair of shoes sent out a small card to this

Cards that will Help Popularize Gifts of Footwear



This ad., used by Wilkinson's of Windsor, last year, has lots of life about it and the Christmas spirit is there, too.

effect, in case the original wrappings are removed before the gift is finally delivered and the person who receives it does not know by whom it was sold.

A feature that would be particularly effective in your advertising would be a good slogan. Here are some suggestions: "Gifts that are appreciated", "Buy Useful Gifts at M--'s", "H---- Footwear, the gift that pleases", "We help solve your Christmas gift problem", "Gifts that Appeal to the Discriminating", "Tis a sign of Good Taste to select Christmas Gifts at Y---'s", "Gifts of B-- Footwear are in Good Taste."

Hit on a good slogan and then use it in every ad., circular, dodger, sticker, or poster.

Get your sales force together for a sales conference—preferably after store hours, when you will not be interrupted. Be sure they are familiar with all the lines you are featuring for the gift trade and get them thoroughly "sold" on your Christmas plan.

Give the member of your staff who sells the greatest amount of merchandise over a period of each two weeks a small bonus, say $5.00. Give a grand prize of, say, $25.00 to the salesman, or woman, who has the greatest amount of sales to his, or her, credit up to Christmas.

Advise your salespeople what to push each day. If one idea does not sell goods, try another. Don't get into a rut.

You can give the whole store the holiday atmosphere by using appropriate trimmings; cover incandescent lamps with red or green paper, place evergreen wreaths here and there, string holly from center light to centre light. Get the Christmas spirit into your store and start not later than the last week in November.

One live merchant last Christmas said he found it paid him to cultivate the assistance of the newsboys in his locality. He got them to hand out circulars announcing his Christmas gift offerings, for which service they were gratified to receive a moderate reimbursement.

Here is one retailer's idea of the most effective method of getting after Christmas business through the newspapers, as exemplified in his last year's advertising.

Oiling Helps Heavy Footwear

"Here is a little suggestion you may consider worthy of passing along," says a well-known Bowmanville retailer. "Every spring and fall we take an iron handled dauber and waterproof oil and go over every pair of heavy shoes on our shelves. This is quickly done and makes a wonderful improvement. It cleans, softens and gives the leather a much better feeling. We sell a lot of the daubers and oil to farmers—often give their shoes a once over while in the store and it is very suggestive. The oil sells at 25 cents a can, but I keep it in bulk and refill the cans for 15 cents. Good stunt for both customer and dealer."

Catch 'em Young, Treat 'em Right

Every baby in the Border Cities is a prospective customer for Wilkinson's shoe store. So Mr. Geo. H. Wilkinson figures, and accordingly he takes steps to see that the first pair of shoes each little immigrant that the "Stork" delivers in the neighborhood shall be Wilkinson's. As soon as a birth is officially recorded, a pair of shoes, valued at $1.00, is laid aside for presentation to the newcomer, (or newcomers, perhaps), and he or she (or they) receives a very attractive letter of welcome. It is in the form of a four-page card folder on the front page of which appears the ubiquitous stork, together with the following greeting,

Welcome, little citizen, to the Border Cities. Thrice welcome are you, first because of father second because of your dear mother, but over and above all, because of your own dear little self. In the name of the Border Cities, we bid you welcome to health and happiness and complete citizenship in the Border Cities.

Signed, on behalf of the Mayor, who will be delighted to come and visit you when he gets his new airplane.

Geo. H. Wilkinson

On the third page is the announcement regarding the shoes, which reads:

We take pleasure in extending to you our hearty congratulations on your successful entry to the Border Cities.

We trust you will stay here for many years to come, and make this your home as well as your birth place.

When opportunity presents itself, will you be good enough to favour us with a visit and accept with our heartiest best wishes your first pair of shoes. We shall save a nice pair for you, value $1.00, and trust we may soon have the pleasure of a visit, when we will wish you all these good things in person.

Until then, believe me

Yours for Health, Happiness and Prosperity

(Signed) Geo. H. Wilkinson.

This chap's convinced in his own mind that it's raining—hard—and as far as he's concerned it might as well be. He's like some retailers one runs across, so enveloped in a canopy of gloom that they can't see when the commercial horizon is brightening. It's equally foolish to waste sunlight and trade opportunities. And remember,—Christmas is coming.

Another Novelty from New York

One of the newest things seen in New York, "Footwear" hears from Mr. Howard Blachford (of H. and C. Blachford, Ltd., Toronto), who has recently been there taking in the style situation, is the jet button, with beaded or metal tassels. This ornament is devised to cover the button with which the shoe is fastened, the tassel hanging gracefully on the outer side of the shoe.

Advertising that Brought Home the Bacon

The live merchant takes advantage of every convention or gathering in his locality which may offer an opportunity for effectively advertising his store or attracting some extra business. Here's a letter sent by Mr. Fred R. Foley, of Bowmanville, Ont., to all the teachers of Inspectorate No. 1 in Durham county, just a week previous to the holding of their Institute in Bowmanville:

"We are pleased to learn that your Institute will be held in Bowmanville, October 13th and 14th, and we extend a most cordial welcome. We are deeply interested in Educational work and appreciate the splendid services you render.

"In courtesy to the teachers attending we take great pleasure in offering a special discount of ten per cent, (10 per cent) on all goods purchased by them at our store during the convention. Our stock includes Shoes, Rubbers, Boudoir and Evening Slippers, Colored Gaiters, Trunks, Bags, Suit Cases, etc.

"We would call special attention to our Foot Comfort Department which is constantly growing in favor. Our assistant, Mr. W. Claude Ives, has taken a complete course and holds a Post Graduate Diploma in Practipedics. Mr. Ives is having splendid results in correcting foot troubles and properly fitting the feet.

"We sincerely trust the Institute will prove a very profitable one, that your stay in Bowmanville will be most pleasant, and that you will carry away happy memories of the nineteen-twenty-one convention."

"Out of 98 teachers in the Inspectorate, we had 24 of them in for footwear, and some others for little things like polish and laces—We consider it a most satisfactory little bit of publicity." This piece of advice regarding the results brought in by the above letter, reaches us from Mr. Foley just as we go to press. We agree with him that it is a "most satisfactory little bit of publicity," so satisfactory indeed that he'll use it again at the next opportunity—unless we're greatly mistaken.

Entertaining the Young Folks Brings Big Business to J. & M. Store

Here is one of the livest stunts we've heard of for boosting the children's business. Johnston & Murray, of St. Thomas, Ont., have been running a special sale in which children's footwear is the feature, and

Johnston & Murray gave wide publicity to their "Children's Week" and the free moving picture performance tendered their little customers.

in connection with it they have rented one of the local moving picture houses and are putting on "The Kid" (with Jackie Coogan) for the special benefit of their little customers. With each pair of children's shoes sold during the sale a free ticket for this performance is given away and, needless to say, the interest of the young folk has been aroused. The picture will be shown on the morning of Saturday, Nov. 12, and Mr. H. A. Tanney, the manager of the Johnston & Murray store, estimates that there will be 800 young citizens of St. Thomas there to enjoy it, most of them, no doubt, wearing their new J. & M. shoes.

Johnston & Murray carried out the same stunt last year, also with excellent results, and the young folk liked the idea so well that they have been coming around to the store for several weeks back wanting to know "Aren't you going to put on a show for us again this year?"

Hamilton Retailers Hear Mr. Hurlbut

On the evening of Oct 4 the Hamilton Shoe Retailers' Association held a pleasant and profitable meeting, when the members heard an interesting address by Mr. Clayton E. Hurlbut, of the Hurlbut Co., Preston.

Mr. Hurlbut explained some of the knotty points regarding conditions in the shoe manufacturing industry. He pointed out that although there was a considerable drop in the price of leather, the restraint of production, owing to the hesitancy in buying on the part of the retailer and the consumer, had naturally increased the manufacturer's percentage of overhead very considerably, thus counteracting the lower leather prices. Mr. Hurlbut's contention was that if consumer and retailer bought their normal requirements, the prices of shoes would eventually abate, but not until then.

Following Mr. Hurlbut's talk, there was a very pleasing selection of vocal and instrumental numbers, and the evening's enjoyment was completed by the serving of refreshments at the close.

A Campaign for Customers

A campaign to add 1,000 customers to its clientele is the rather unique advertising enterprise of a progressive shoe store in a middle western city. The company are using widespread publicity in the newspapers, where they are running paid editorials, as well as the usual forms of ads, and are also making use of the mails for direct advertising. They declare that it is their intention to accomplish their objective by offering a combination of price, quality and service unequalled in the past, and this is made the feature of their advertising.

How to Arrive at Desired Selling Price

Example:

Cost price, $10.00.

This article must be sold to make 35 per cent. on the selling price—at $15.33.

This figure is arrived at as follows:

Subtract 35 per cent. from 100 per cent. equals 65 per cent.

Divide the cost price, $10.00, by 65 per cent., equals $15.38, selling price.

Rule:

Subtract the desired percentage of profit from 100 per cent., divide the cost price by the remainder and you will arrive at the selling price.—D. C. Reed.

One Reason for the Success of the Lindsay Fair

Mr. Felix Forbert, of Lindsay, Ont., one of the livest shoemen in that city, took quite an active part in connection with the Lindsay Fair—which, by the way, is said by the residents of the district to beat anything of the kind attempted in any town of the size in the country. Mr. Forbert was one of the most active members on the Fair Board and was also chairman of the amusements committee. His own exhibit at the fair was a subject of comment and proved a very effective bit of advertising.

St. Johns Retailer Breaks Sales Record

Here's the monthly sales record of a well-known shoe retailer in St. Johns, Que., for eight months in 1921, as compared with the same period in 1920. It may be noted in passing, that 1920 had broken previous records with this retailer:

Monthly retail cash sales

1921		1920
$4,303.79	January	$4,492.46
4,298.40	February	3,997.50
6,570.00	March	5,795.58
7,160.45	April	6,657.23
9,526.44	May	8,695.09
7,458.54	June	7,668.51
9,464.54	July	7,376.31
8,461.21	August	7,607.98
57,243.75		51,992.66

Increase, $5,291.09.

Local conditions in St. Johns may be more favorable than in some other localities, but nevertheless here is an evidence that live merchandising will bring the business even when folk think times are hard.

The Chemical Constituents of Skin

By F. L. Seymour-Jones
Before Leather Section, American Chemical Society

Animal skin consists of proteins, fats, and mineral salts, but for the tanner only the former are of much importance. Proteins occur in nature in the colloid state, a state of matter hitherto somewhat obscure in that it appeared impossible to apply normal chemical laws thereto.

Professor Proctor, of Leeds, and his collaborators, in particular, Mr. J. A. Wilson, for many years studied the swelling of gelatin in acids and finally succeeded in showing that it followed a definite course which could be represented by a mathematical expression. Dr. Loeb, of the Rockefeller Institute, has carried this further in studying the effects of different acids, alkalies, and salts on gelatin and other proteins, and has shown that, taking into consideration the hydrogen-ion concentration (hitherto neglected), proteins really follow ordinary chemical laws.

Of the proteins of hide, the most important is collagen, which is undoubtedly closely allied to gelatin. Elastin is most stable but for light leathers is generally removed in the bating process. It is highly elastic under very small stresses. For keratins the tanner has little use, and their removal is one of his objects. The interfibrillary cementing substance is usually removed in liming; it is probably a mucoid, but its exact nature is still doubtful.

A thorough knowledge of the chemical constituents of skin is essential if progress is to be made in the science of tanning. So far progress has been slow in this direction, but each advance materially aids in increasing knowledge and possibilities of further advance.

Converting Styles

A plan that has been adopted by a number of merchants is, when a particular style proves unsaleable to convert it into a pattern that is in demand. While the idea may not be applicable in all cases, it is said to have proved quite successful in some. One retailer who had a number of Louis heel oxfords, that he could not sell returned them to the manufacturer and had them converted into pumps. Another shoeman had Louis heel oxfords, in patents, bright and dull kid and brown kid, transformed into one-straps, and the result was so attractive that while previously they failed to move at a price of $3.45, after the conversion, he was enabled to clean out practically the entire stock at prices ranging from $7.00 to $8.00 a pair.

Hot Stuff!

They arrived home late from the party. Wife took off her hat and slammed it on the floor. Then she confronted her hubby.

"I'll never take you to another party as long as I live!" she said.

"Why?" he calmy wanted to know.

"You asked Mrs. Jones how her husband has been standing the heat."

"Well?"

"Well, her husband has been dead two months:"—Exchange.

Dad opens his fifth package on Christmas morning—This is the result of the Livewire Shoe Company's "Slippers for Dad" campaign.

The firm of Harry Bell is strong for street car advertising, under favorable conditions. Here are a couple of examples of the cards they have been using in Toronto civic cars.

This Firm's Customers Stay With Them

Harry Bell's Business has been Built on a Basis of Special Attention to the Needs of Individual Customers and Consistent Advertising

Ten years ago, when St. Clair Ave. was to the average Torontonian little more than a name for the northern boundary of the westerly portion of the city, the firm of Harry Bell, shoe merchants, moved from Dufferin St. to the new Avenue. They secured a store on the north side of the street between Dufferin and Boon Ave., and their choice of location has proved an extremely fortunate one, for this has now become one of the busiest business blocks in the city. It is in the heart of an extensive and populous residential district, and nowhere in Toronto will one find a larger Saturday night shopping crowd.

And the Harry Bell firm have been getting their share of the business. They have been catering largely to a good class of family trade, of the type that will stick faithfully to one store as long as that store treats them right. Regular and continuous custom, is the corner stone on which the Harry Bell business has been built.

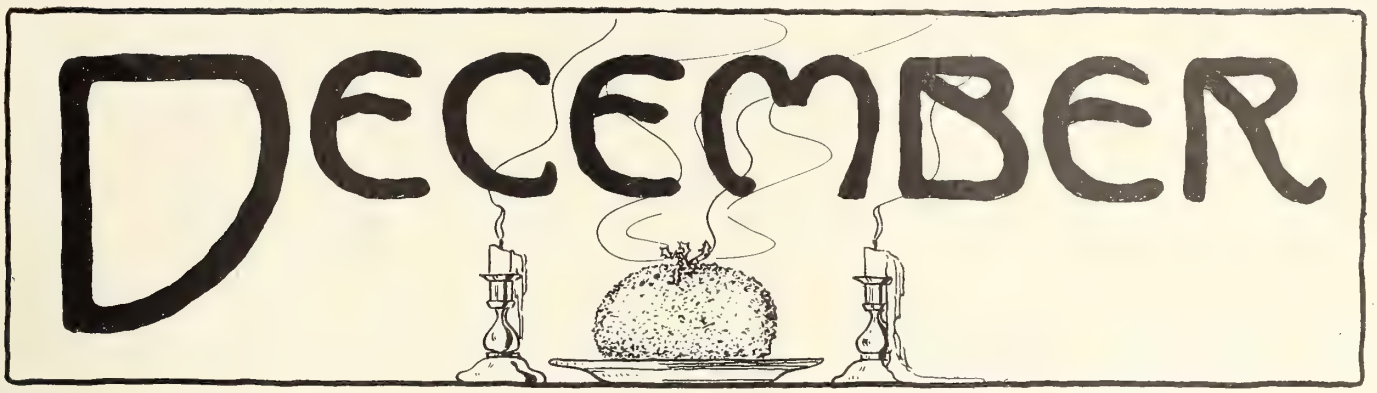
There are two members in the firm, Edgar Bell and Alfred Bell, both young men who set out with the determination of making it their special calling in life to cater to the footwear requirements of the public. They are putting their energy and enthusiasm into the business, and it is showing results in a steady and continually increasing trade. They have never put their faith in "sales" or price-cutting, but have consistently stuck to the policy of quality goods and satisfaction guaranteed. "What we have we hold" is their motto as regards their customers. "It would be a crime," Mr. Edgar Bell remarked to Footwear's representative, "for us to lose one of these customers who have been buying goods from us for the whole family for years. And we won't do it. We know exactly what their preferences and dislikes as regards footwear are, and we are determined that they will never have any reason to complain of any fault in service or quality of goods in the Harry Bell store."

"And here's one instance of the way we have been able to hold business," joined in Mr. Alfred Bell. "Just yesterday a lady was in the store buying shoes for little boy, twelve years old. I was serving her, and as I took the boy's shoes I noticed that they were of English manufacture. 'You've been to England, Mrs. M——?' I said. 'Yes,' was the reply, 'we've just recently returned from a trip to the Old Land where we were visiting some relatives.' 'And I see you bought the boy a mighty nice little pair of boots when you were over there,' I continued. 'Yes,' the lady replied, 'we found he needn't a pair when in England—but, do you know, they are the only pair I every bought for him outside of Harry Bell's store, since I brought him to the store when he was six months old, twelve years ago, for his first little pair of bootees.'

"Only one pair of shoes bought outside of this store in twelve years, and that pair bought in another country—and now she's back with us again. A pretty good record, isn't it?" said Mr. Bell.

We agreed.

Then another secret of the success of the Harry Bell shoe store has been a live advertising policy. The firm found themselves in an exceptionally favorable position for doing effective street car advertising. The St. Clair car service was operated by the city and was quite separate from the Toronto Street Railway which, until a few weeks ago, was controlled by a private company. The St. Clair line had no connections with the down-town system except at the easterly and westerly extremities, and consequently the number of passengers boarding and leaving the street cars at these points of junction was exceptionally large. The Harry Bell shoe store is located near the Western terminus of the line, and they saw that street car cards in the St. Clair cars would attract the attention of a very considerable proportion of the people living in the St. Clair district. Consequently, they made a feature of this type of advertising, supplemented with ads. in a live local weekly newspaper, and they are convinced that their business has greatly benefitted thereby. It is not always easy, or possible, to trace direct results from street car cards, inasmuch as limitations as to space and legibility, make it necessary to confine them largely to general announcements and good—will publicity. On one occasion, however, the firm had real evidence that their advertising was taking effect. During the war they showed a card illustrating a new military last which they had just taken into stock. Immediately, a large number of enquiries resulted, and many men came to the store asking for "that shoe shown in the street car." From these and general indications, the firm believe that when a retail merchant is as favorably situated as they have been for doing street car advertising, it is a very effective medium indeed.



Shoeman's Merchandising Calendar

Christmas is the Big Stimulus, but the Shoe Merchant should not Overlook Opportunities for Regular Business —Test out the Feeling of your Trade for Relative Popularity of High Boots and Low-Cuts with Artics—Push Rubber Goods, Hockey Boots, etc.

Christmas is such a big event that it seems to fill the whole month of December. Right from December 1 forward, Christmas is in everyone's mind and is filling everyone's imagination, and retail merchants are thinking about it harder than most, for its appeal is the biggest trade stimulant of the year. The shoeman has his opportunity with the others, if he takes it. His success, of course, depends largely upon his advertising and his window displays. In another article will be found a number of suggestions, which the shoeman may find advantageous in attracting the gift business.

The main thing is to be properly prepared. Have your publicity campaign mapped out in good time and "Do your Christmas Shopping early"—that is have your decorations, etc., ordered well ahead. You will need poinsettias, fibre roping, fibre rope bells, and the like. If holly is obtainable, there is of course scarcely any decoration so attractive or so in keeping with the season. Arrange to secure it if possible. A neat little Christmas tree would also make a very pleasing feature in your window, or in your gift department, if you organize one. It is of course much more effective if lit with colored electric lights, which is easily arranged.

But gift business is not the only business to be had during December. Winter comes in in earnest, and many who have been postponing the purchase of seasonable footwear will be forced to buy. Substantial calf boots, with the earmarks of quality and weather resistance, will tempt the men's trade, and if it proves as cold as the summer was hot, there is a possibility of a revival of demand for women's boots. Be prepared for that contingency.

December is also one of the most favorable months of the year in which to sell spats. Many young men, and older ones, will have bought heavy oxfords early in the fall, and when December comes along they will begin to notice the wind around their ankles, and a suggestion to "wear spats" should be very effective. Another advertising appeal that can be worked in is to "dress up" for Christmas.

There will of course be a lot of rubber business done. Many merchants are looking for a renewed popularity in arctics, and it certainly may be considered as a probability, though whether the vogue will be as strong as last year cannot be told beforehand. The merchant will have to test out the feeling of the trade in his locality and see what is going to take. If women start buying high boots, it will of course mean that there will not be as many arctics or spats sold, but if they still stick to the low-cuts, then look out for a run on the protective footwear accessories.

December is also, of course, the time to sell hockey boots. A brief, but well organized, campaign should be effective in moving a quantity of this sport footwear

A Shoeman of Wide Experience

J. A. Brunet, shoe retailer, Montreal, has been connected with the shoe industry since 1903. In that year he went into the employ of the Eagle Shoe Company, Montreal, holding a position in the factory. In 1908 he opened a retail store in the north end of Montreal. After two years as a retailer he joined the United Co-operative Stores, Montreal.

In 1914, Mr. Brunet took over the retail store of

Mr. J. A. Brunet

A. Binette which he still operates under the name of "Maison A. Binette." Mr. Brunet takes an active part in the Montreal branch of the boot and shoe section of the Retail Merchants' Association of Canada. He is Vice-president of the Association.

A Clever Advertising Idea

Here is a unique advertising idea used by a Chicago shoe retailer: A folder was gotten out, which, when folded, illustrated a shoe carton on the reverse side. On raising the flap which represented the lid of the box, a pair of strap slippers were seen illustrated as though they were laid in the box. On further investigation the folder opened out and displayed an attractive advertisement, to the centre of which a coupon was attached, stating that if the coupon were presented at the store when selecting shoes, a pair of pure thread silk hose would be given free. The stunt cost some money, but the merchant declares that the results more than justified it.

Department for "Little Stuff" Develops Business

A department devoted to "little stuff" is a feature of one of the finest shoe stores in Indianapolis. In this department, all kinds of rubber footwear, house slippers, tennis, golf and baseball shoes, comfort shoes, spats and arch supports, which had previously been scattered throughout the departments have been gotten together in this one section. The proprietors object is to insure that the customer making one of these small purchases will get just at attentive and efficient service as one buying a $12 or $15 pair of shoes, and this is made more certain by having the goods all in one special department, and handled by salespeople trained in the selling of that special line.

Ad-Board Builds Business

Price was a live merchant in a live town. He had competitors, some of them fairly keen, but somehow Price always seemed to have the edge on them. The business just seemed to come his way by sheer luck, as some thought, but Price didn't share their opinion,—he ascribed his success to a unique device, which he was pleased to call his "ad-board".

Perhaps you don't know what an ad-board is—and no wonder. No one, probably, ever had one only Price. This is it: A four-leaved blackboard, the leaves on hinges and detachable, or demountable.. The leaves are hinged to the wall near his desk, where he can inspect them at any moment by rising and standing in front of them. Or he can take any leaf off merely by taking the pins out of the hinges.

On the eaves of this ad-board, Price pastes his advertisements clipped from newspapers, his circular letters, his folders or booklets, or any kind of advertisement he uses. It's a sort of glorified scrap-book, and he keeps it up-to-date by putting the new ads in place as they come along. The old ones he takes off and files.

He keeps one leaf of this ad-board out in the store. It isn't merely a leaf with ads. pasted on it, as it happens. It is a leaf with selected advertisements pasted on it in an artistic way. He trims the clippings smoothly and mounts them on contrasting colored paper, or he marks a neat border around them on on the board with crayon and puts a caption or title under each.

This board is set on a nicely painted easel right in the store where most people will see it. It serves to amuse waiting customers. It interests them and and tells them about the goods. It works while the clerks are busy, and it works on the casual visitor or the person who comes in with a customer. And, since Price often sets it in his window and leaves it on exhibition all night, it is fair to say that it works while he sleeps.

This ad-board, you see, brings Price's ads. to the attention of people who may overlook them in the newspaper. When they stand there and are told by a line underneath to look to the showcase on the right and examine the gods you bet they look. The ad-board, too, has taught them to look for Price's ads in the newspaper, and in that way his newspaper publicity has become more effective.

Weekly Newspapers as Advertising Mediums

To advertise in eighteen small weeklies is somewhat of a new idea in advertising for a shoe merchant. This is the scheme being tried out by a large footwear concern in the West. It is believed that in this way people will be reached whom the big city dailies do not.

The crop of apples and shoe repairs are especially plentiful in the Annapolis Valley of Nova Scotia this year, according to the reports of Messrs. Smith & Weatherbed, of Windsor, N. S.; G. D. Jefferson, of Wolfville, N. S.; and John S. Kelly, of Middleton, N. S., who may be regarded as authorities on modern shoe repairing in their own communities.

Show Card Writing—Talk No. 7

This is the seventh of Footwear's Series of illustrated talks on modern show card writing. The author of these talks has had wide experience in show card work and his hints and suggestions have, we believe, proved of great value to beginners in the art. Inquiries to our card-writing department will be welcomed and questions pertaining to show card work will be promptly answered. We suggest that the talks be preserved and filed together for future reference.

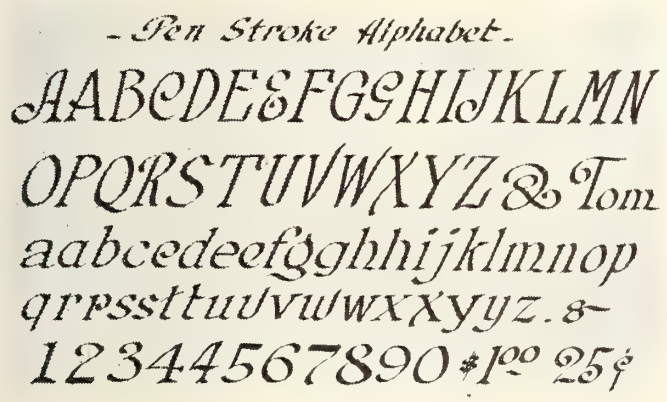
To the average observer, cards are just cards, but the peculiarities of the different card writers, as well as the variety of alphabets are without number.

For instance, some good card-writers always do their work while sitting at a table with the top slightly inclined while others who do a great amount of work find it best to stand while working. Each way has its advantages, though for the larger cards at least, it is found that a standing position, using a large flat board which can be tilted to any angle gives the most freedom.

Then, too, some card-writers prefer to do most of their lettering with pen, while others stay almost entirely with the brush. Here again is room for personal preference. Peculiarities such as these are generally traceable to habits unconsciously formed.

For our present lesson we shall consider the pen lettering, primarily, as a neat and quick method of producing rush work successfully.

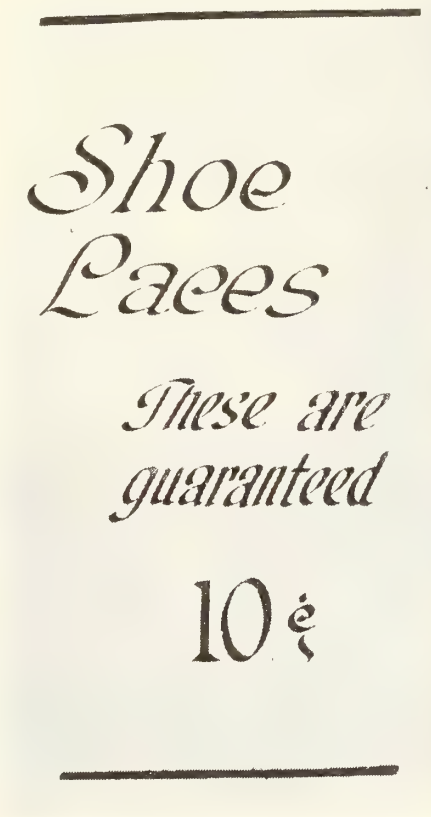
The examples illustrated were done by what is called "Soennecken Pens", which come in sizes ¼ to 4. These pens are designed especially to execute "round writing". While "round writing" is the style most easily handled with the pen, in the hands of the practised card-writer, many styles can be drawn with good results.



Like some of the other alphabets, which we have practised, the letters here illustrated, while made with the wide pen, allow many variations in form. Occasionally it will be found convenient and wise to use the Old English Alphabet, as well as some forms of Gothic letters. Here again the use of the pen will be found advantageous.

India ink is to be recommended for use with the pen, although good success can be obtained with many of the card paints thinned somewhat with water.

It must be remembered that considerable pressure is necessary when making the broad strokes, and the whole width of the pen must be resting on the paper



all the time regardless of the width of the stroke. Wash the pen frequently in clear water to obtain best results and clean work.

Following our lesson of last month, it will be noted that we have used a grey shading in connection with the pen lettering on the card illustrated. This shade was applied with a brush after the lettering was thoroughly dry.

Rubber Firm May Establish In Winnipeg

According to advices from the Winnipeg Board of Trade, the Lion Tire & Rubber Company of Toronto has entered into communication with Winnipeg civic officials, with a view to establishing a $250,000 plant for the manufacture of rubber goods in Winnipeg.

Are You Insured Against Fire?

Insurance an Old Institution and a Most Essential one in Modern Business.

Address by H. C. Edgar before Retail Merchants' Banquet, Preston

Each merchant should be as interested in insurance as he is in the financial standing of his credit customers. Insurance at the time of a fire—and there is no question of the fires—stands between the merchant and insolvency—pays his liabilities, and permits him to resume his position in the business world.

Insurance is a very old institution. The Supreme Being offered insurance against flood to the ancients—using Noah as his agent. A premium was charged—certain work on the Ark and faith in His word—and we all know what happened to those who failed to take advantage of the covering.

How they did it in the "Good Old Times"

In ancient times in London, England, fire insurance companies were formed; each company built what is known as a fire station and installed therein fire fighting apparatus. They insured, at a certain premium, the buildings and goods surrounding their station, and when an alarm was given they proceeded to the scene of the fire, and if the building which was burning was insured with this company all speed was made to check the flames and put out the fire; if on the other hand, the building was not insured in this company, the men in charge of the apparatus would return to their station, no effort having been made to reduce the flames,—a rather selfish method of doing business and one which would not be tolerated in these days.

From that time on the business of fire insurance has developed until, at this date, adequate insurance coverage of all assets is the first requisite of the several business necessities—being placed even before "credit", which will not be extended to a borrower or purchaser of goods until a statement of sufficient insurance placed is submitted to the financial backer or seller.

There was a time some years ago when fire insurance companies and their representatives were looked upon with suspicion by the insuring public—this was the result of the action of some disreputable companies refusing to pay claims altogether, or attempting to settle losses in a manner unfair to the assured. It has been proven by experience that fair and liberal dealings must be the foundation of all successful business, and to-day the fire insurance companies, doing business in Canada, are looked upon as havens of refuge in the time of fire—and so, when your fire insurance is properly written—when the schedule attached to your policies is correct—there is no question of the payment of a loss by the companies, and if you are insured for $10,000., and a fire occurs, and your records show that you had goods to the value of $10,000 destroyed in that fire, you get $10,000.00

An insurance company also expects you to carry a fair amount of insurance up to 100%. It is not just to the company to cover your plant or stock to the extent of a possible loss of 50%, when your plant could suffer a 50% loss in one fire in a small corner of it. In that case the companies carrying your insurance would be liable for a loss equalling the amount of your policy—or a total loss to them—and the plant or stock pay only premium sufficient to warrant them in paying 50% of their policy—which 50% would be the actual percentage of loss over your whole value.

Woman's dark tan calf saddle-strap, with Cuban heel. Shown by the York Shoe Company

Footwear Displays at Yarmouth County Fair

Footwear was singularly well in evidence this year at the Yarmouth County Fair, held at Yarmouth, N. S., no less than three enterprising shoe retail concerns of that city having displays at the fair that would have been creditable to even a larger affair.

Messrs. Porter & Robbins had a well arranged exhibit, featuring among other lines the Classic, Invictus and Empress, in a variety both stylish and distinctive. One corner of their booth was devoted to a showing of Crosby's Solids, a line of children's shoes manufactured by the H. H. Crosby Co., of Hebron, N. S., and another feature, which was particularly seasonable, was a display of Moose Head Brand oil-tanned footwear. The judges viewed the Porter & Robbins booth with such favor that they attached three 1st class award tags to the exhibits.

Shane Bros. Cash Shoe Store had a tastefully decorated booth, showing a number of attractive lines. Noticeable among these were the Astoria shoe for men and the well known "Strider" brand.

Baker's Shoe Shop had another splendid exhibit, of which the feature was a showing of "Chums," the children's line manufactured by Chas. A. Ahrens Co., of Kitchener. This was a very complete display, and met with the approval of the judges, for one of the coveted red 1st award tags was affixed to a fine sample of a smoked elk sandal in a prominent position.

L. S. Shaffner, one of the prominent shoe retailers of Middleton, N. S., speaks highly of the trade conditions in his immediate community and the famous Annapolis Valley this year. Mr. Shaffner attributes this highly satisfactory business to the handling of staples and the exclusion of fancy and freak styles. His many years' experience as a practical shoemaker in this section have increased his ability to select lines that are especially suited to the neighborhood requirements and build up a trade that "comes again".

Pointers for the Retailer re Hosiery Manufacture

Distinguishing Characteristics of Full-fashioned and Seamless Types

Perhaps one reason why some shoemen hesitate to install a hosiery department is because they know little or nothing about the goods. It is not difficult, however, to acquire suffiicient knowledge to suffice for the requirements of merchandising hosiery, provided one deals with a thoroughly reliable wholesale or manufacturing house.

In the footwear industry we have some half dozen or more methods of shoemaking—Goodyear welt, McKay, turn, stitchdown, standard screw, pegged and loose nailed. In the hosiery trade we find there are but two processes of manufacture, and two main types of hose produced—namely, the circular or seamless, and the full-fashioned. The former is much the cheaper method and has been much longer in use. In the manufacture of the seamless, or circular, type, the hose is knit on a cylindrical form from the top downwards. It is all in a piece and all the same width. Hence the terms "circular" and "seamless". In order to shape the hose so it will fit snugly around the ankle and follow the curves of the limb it has to be shrunk. For this purpose it is placed over a "board" of the required shape, and when the shrinking process has been carried out, the web of material has taken the form of a stocking.

The full-fashion hosiery is made on a quite different principle, which requires very expensive and complicated machinery. Unlike the seamless type, the goods are knit in a flat web and are "fashioned" in the actual process of knitting to conform to the proportions of the human limb. When the web is completed the edges from heel to top are sewn together and thus we have the familiar seam up the back of the stocking. The obvious advantage of the full-fashioned hosiery is that it is, so to speak, tailored to fit. The texture is uniform throughout, while in the circular type it varies with the width of the stocking. Thus at the ankle of a stocking made by the latter process the tissue, having been considerably shrunken, is much thicker and heavier than around the calf or the knee. Again, in the full-fashioned goods the toe is fashioned in accordance with the actual shape of the foot, while in the circular hose it is merely rounded.

Practically all circular hosiery to-day is made with a mock seam in imitation of the full-fashioned process, this mock seam being applied after the hose has been made and a very similar appearance is obtained.

By far the greater part of the production of hosiery in Canada is of the circular type, there being only one plant in the country equipped with machinery for the manufacture of full-fashioned goods. As the seamless hose is much lower in price, it is in greater demand, but a shoe store catering to the best class of trade must of course carry the full-fashioned article.

A New Departure in the Production of Canadian Hose

A new feature so far as Canadian-made hosiery is concerned is the pyramid heel splice. It has been produced elsewhere for some time past, but not in Canada until within the last few months. By examining a stocking one will quickly comprehend what is meant by the "pyramid splice." The ordinary stocking has a square heel splice around the back of the ankle. As the name suggests, the pyramid splice extends upward from the heel in a pyramid or pointed shape, several inches above the top of a low-cut shoe. This produces a sort of stream line effect which tends to give the ankle a slender and graceful appearance.

The Canadian-made article embodying this feature has not yet been placed on the market, but deliveries will be made in December and it will be produced on a quantity basis after the New Year.

What Stockings will Milady Choose?

That Depends on the Kind of Shoes You Sell Her

The hosiery style situation does not constitute nearly so complex a problem as do footwear fashions. The scope for variety is, by the very nature of its use, much more limited. A woman may wear fanciful shoes without attracting undue attention, but anything in hosiery approaching the freakish would be of such obtrusive and vulgar appearance that with all refined women it would be quite taboo.

High-grade silk hosiery is of course the delight of every woman. It is always in style and always will be. Even severe climatic conditions do not restrict its use to any great extent; it will be worn indoors in any case and we have seen it worn outdoors also when the temperature was registering not very far from Zero.

Following the trend of shoe styles, black is the predominating shade in the silk goods. The hosiery manufacturers are prepared for a black and white season next spring, as a result of the vogue in patent. Outside of the black and white, brown and beige are most popular. Medium browns have been in strong demand this fall, and it is expected that next spring there will be a trend toward the lighter shades.

"Clocks" as a decorative feature in hosiery seem to have achieved undying popularity. It is many years since they were first introduced, and they are still in favor with both sexes.

Lace front effects are a more recent innovation and

have been going strong in the States. Hose of this type is expensive to manufacture and certain varieties of it are selling up to $30.00 per pair. The number of people in Canada who would be willing to pay this price for a pair of stockings is, we believe, very limited, though they might of course be gradually educated to it. There are, however, lace patterns at cheaper prices which would undoubtedly be popular with the Christmas trade.

English wool hosiery has been latterly quite a feature of the market. It is being shown mainly in heather and lovatt mixtures and in pleasing tones of brown and fawn. This type of hose is at once very smart and very serviceable with walking shoes, and has been in distinct favor with the Canadian girl.

The less expensive grades of hose of course follow the trend of styles of the more costly goods. The number of those who can afford pure silk hosiery is limited and there is always a large demand for the lisle thread product. Artificial silk is also now used to a considerable extent in the manufacture of hosiery.

Some Terms Commonly Used in the Hosiery Trade

Here are a number of terms used in connection with hosiery which the merchant who is not very familiar with the manufacture of the goods may find useful:

Boot—Practically all silk hose are made with a top of a different material. They will have 16 or 19 inches of silk and then a top of mercerized cotton, generally. The silk portion of the stocking is known as the boot.

Cashmere—Refers to hosiery made of fine worsted yarn spun from soft wool.

Corduroy—The rib pattern in children's stockings, with two ribs alternating on face and back.

English foot—The foot of a stocking having two seams, one on either side of the sole.

French foot—Having a single seam in the centre of the sole

Full regular—This term applies to hosiery in which the seams have been connected by hand knitting.

Gauge—Indicates the number of meshes or wales to the inch in a stocking. A 16-gauge web has 16 wales to the inch.

Herringbone—The stitching covering the edge of the split sole in hosiery.

Merino—A cotton and wool mixture used in hosiery.

Ingrain—Yarn that is dyed before knitting.

Jacquard—Fancy patterns worked into hosiery by special mechanical means.

Lisle thread—Cotton of which the yarns have been hardened and made smooth in a machine which exposes them to the blaze of gas jets.

Lovatt—Applied to various color mixtures in wool hosiery.

Maco—Applied to hosiery made from pure Egyptian undyed cotton.

Richelieu rib—A pattern in a woman's plain stocking having a single drop-stitch at intervals of three-quarters of an inch running the full length of the hose.

Split foot—Refers to a white or unbleached sole in black or colored hose.

Spun silk—A low grade of silk used in cheap hosiery—made from floss, waste from reeling, etc.

Welt—A doubled thick portion at the top of plain hosiery which provides a grip for the garter.

Will Longer Skirts Lessen Interest in Hosiery?

Conflicting Opinions as to the Effect of New Costume Styles

The question as to whether skirts shall be longer has been exercising the minds not only of the shoe manufacturers but also of the hosiery manufacturers. And now that Paris has led the way and it seems certain that a less liberal display of stocking will be the rule, there is considerable discussion as to the effect upon the hosiery business. Some say that it will result in a trend to cheaper hosiery, while others argue that the less hose a woman displays the more particular will she be about the quality. The Underwear and Hosiery Review has some interesting comments in this connection:

When word was first received that the Parisian arbiters of fashion were to put the ban on the short skirt the general feeling here was that the decree would be universally disregarded by the American woman. The reign of the short skirt in this country had been so satisfactory that any attempt to end it, it was believed, would be met by open rebellion.

Nevertheless, now that it is realized that Paris is definitely committed to longer skirts, there is abundant evidence that American fashion creators are bowing to the inevitable and that hereafter skirts will be longer not only in Paris and other European capitals but all over the world including the United States.

How will longer skirts affect the hosiery business?

Obviously, the longer the skirt the less will be seen of the hosiery. Does that mean that women will be content to wear cheaper grades of hosiery than they were when skirts were shorter and showed more?

The question is answered affirmatively by those interested in the cheaper grades of hosiery, who regard the change in skirt fashion as a decided boon to them. With longer skirts, women may still wear silk hosiery from choice but no longer will they feel constrained to do so. Long skirts, they believe, will cover a multitude of cheap hosiery.

Strangely enough, manufacturers of full-fashioned silk hosiery and the more expensive novelty numbers feel equally elated with the abandonment of the short skirt. The less hosiery milady is enabled to display, they feel, the more anxious will she be that what she shows shall be good. She will fall into the same way of thinking which has developed the rule in the advertising profession: the smaller the space, the better must the copy be.

Now, of course, both can't be right. The longer skirt will either hurt cheap hosiery and benefit the more expensive grades, or it will prove a boon for cheap hosiery and automatically hurt the more expensive styles. Only the future can tell which way the wind will blow. In the meanwhile, it is gratifying to know that hosiery manufacturers generally are going on with their knitting—save where the unions hold sway—and worrying little about the inches in milady's skirt.

From the shoeman's viewpoint, the medium length skirt is preferable. If too short, the eye is apt to hesitate between competing attractions.

From the Retail Salesman's Viewpoint

What is the Ideal Type of Merchant and How Can He Most Successfully Co-Operate with his Employees?

By Fred W. Horn

Woe to the modern merchant who would attempt to adopt for his motto the Latin phrase "caveat emptor," which means, "let the buyer beware," as on this standard the seller had no obligation.

To-day the business of the retail shoe merchant expresses of the moral standard of the owner.

Quality, service, value, guarantees covering all reasonable demands—these are the merchants' code of ethics. The merchant shoe man must know and use the code. All this has for its basis the fact that ultimate success does not rest on one transaction, or one sale, disregarding immediate profit, but on a continuity of friendly relationship season after season.

Co-operation and goodwill are the foundation stones upon which each must build; the success of the one depends upon the success of the other. Co-operation between manufacturers and merchant has eliminated the obligation of sixty years ago for a personal inspection by the merchant of every pair of shoes.

As one illustrattion of the spirit of co-operation working among merchants we may turn to the following samples of resolution adopted several years ago by the Ohio Retail Shoe Dealers Association: "Resolved that improper fitting of shoes is often the indirect cause of shoes not wearing well and the direct cause of many injuries done to trade.

"Resolved that we re-affirm our faith in organized associations of retailers as the best means to better trade conditions and solve trade problems."

New thoughts were these a few years ago, but to-day accepted as fundamentals of successful retailing. A moment's reflection on the above will serve to determine in the reader's mind essentials to the attainment of the merchant ideal.

The merchant ideal acts upon the dictates of his conscience which says "Do unto others as you would have them do unto you" for while legally he is not accountable for business and personal welfare of his salemen and clerks, morally he is.

The merchant ideal will recognize his duty in the exercise of his franchise and will vote intelligently to the best interests of his country's welfare. He will keep posted in all current events and neglect no opportunity to influence to the betterment of himself and his fellow man.

The merchant ideal will be observant of, and alert in getting, the almighty dollar, but he must not make it his god. He will recognize that in the accumulation of wealth it does not in itself stand for respect and honor among his fellow men, nor does it stand for health, nor happiness in the home. He will recognize that right living brings respect, honors, health and happiness.

The merchant ideal, to be first of all a merchant, must have goods to sell so, he must buy to sell. The adage "goods well bought are half sold" is a real live fact of to-day, and so the ability to buy must be one of the main qualifications of the merchant or his agent if his business is of such proportions.

As a buyer, the merchant must possess character. His dealings must be "above board" with the wholesalers, the manufacturers, the travelling saleman and his own sales people. He must be a man of courage. He must have faith enough in his own judgement to make, accurate decisions and stick to them.

He must know his trade, their demands, and must decide in his own mind as to style, quality and, most important of all, quantity. He must be strong enough to say "No" at the proper time. Intimate friendship should not be allowed to enter into the transaction to the extent of any possibility of overloading, one question being always before him: "Can I use these goods profitably"? He will inspect every line reasonably possible and in this inspection should gain knowledge to his benefit. He will be fair, courteous, watchful and punctual in his appointments. The most efficient buyer as merchant ideal confines his dealings to as few houses as is conducive to best results.

The merchant ideal will plan a system of stock-keeping and through the co-operation of his salespeople this system should enlighten him at any time as to the condition of his stock, will show at a glance, and conclusively, where shelf warmers are, where there has been over-buying, where inaccurate sizing has been responsible for out-size ends of different lines, and where in the season's selling certain styles proved to be off demand, or more than ordinary selling of certain sizes has left big holes in the size

Tan calf semi-brogue oxford. Brogue last. Medallion tip. Heavy single sole. Shown by Talbot Shoe Co.

range, and finally, will act as a record for guidance in placing further orders.

The merchant ideal will court and appreciate any advice or pointers from his salespeople who in many instances are in closer touch with the customer than he. Store staff meetings will be arranged by him and a free exchange of ideas encouraged from which valuable good is almost sure to result.

The merchant ideal will take a holiday from business, will relax completely for a spell, and will arrange for and insist on his sales' staff taking a similiar holiday as the circumstances of the business may allow.

Finally in the merchant ideal we expect to find a character, a personality, oustanding in some way that will appeal to his sales' staff and his patrons and while great diversity exists in these human characteristics and they cannot be classified as to set a rule for guidance in individual attainment, there are qualities that always exist to conform to, and constitute, such business ethics as have elsewhere in this article been spoken of.

The merchant ideal will not make unreasonable demands on his sales force. He will recognize in just compensation the efforts and painstaking service of employees and will award promotion according to results achieved and according to his needs.

Good Wages and Free Labor

It was pointed out recently by Governor Ephraim F. Morgan of West Virgina, in a statement in the New York Commercial, that 40% of the bituminous coal produced in this country is from mines where non-union labor is employed. He says, in speaking of the leaders of the United Mine Workers: Under the present wage scale they have found it an impossibility to lessen the tonnage from the non-union districts." After a long course of rioting and murder which received countenance or apology from the national leaders, developing into an armed insurrection which only the United States Army could suppress, these mine leaders discovered more than the governor ascribes to them, or at least would have found it if they possessed an intelligent sense of proportion.

They themselves had stimulated the non-union production by the encouragement of loafing, costly labor conditions and excessive wage demands among union workers. The per capita production of the non-union miner is far greater than that of the unionized worker. His labor conditions are eminently tolerable, his net wages are as good or better, and he has practically continuous work against fewer days a week in the unionized districts. When will labor begin to understand that a union is a means and not an end? If the workman can secure better conditions in the open shops of the United States Steel Corporation, is it any wonder that 93% of that corporation's employees were not in sympathy with the indefensible strike of two years ago? To judge from the utterances of some labor apologists, and more particularly those who carry their half-baked economics into the pulpit, a strike is something good for its own sake and a union is an end in itself. Everybody is looking around for signs of better times. The non-unionized miner is one of them, and he is getting big wages at that.—Barron's Weekly

Corson Shoe Mfg. Co., Extends

The firm that can progress during "hard times" is the one that is on the road to real success when prosperity returns. And it is the enterprise of progressive concerns that is going to restore prosperity in this country. One of the most encouraging signs at the moment is the confidence displayed by some of our shoe manufacturers in extending their plants. The Corson Shoe Mfg. Co. is one of these. Just recently this company has added 8,000 sq. ft. to their floor space by taking in another floor of the building in which they are located. The intention is to equip this floor as a self-contained plant for the production of boys' and youths' shoes. This will give the company most complete facilities for catering to the footwear requirements of the male sex from the "little nipper" right up to granddad. Their line will run as follows: Youths', sizes 11 to 1½; boys', 1½ to 5½; men's, 6 to 12.

This is the second time that the Corson Shoe Mfg. Co. has seized the opportuity of entering a new field. The slipper department, inaugurated last year, has proved a real success, and there is no doubt that this last venture will do likewise. The company has been enjoying excellent business and is very optimistic regarding the coming season.

Perfect Package Month

All trades and industries have been asked to cooperate in the "Perfect Package Movement" inaugurated by the railroads, steamship lines and express companies in Canada and the United States, this month, which has been designated as "Perfect Package Month."

The purpose of the movement is to stimulate further public interest in good packing of shipments and to enable the carriers to improve the transportation service of the country. During November, an examination of all shipments sent by freight or express, will be conducted to obtain information as to the best shipping methods carried on by the various trades and industries.

Comparisons of the records made by the various cities during November will be announced at the conclusion of the drive. The entire working forces of the railroad and express carriers, comprising some 2,000,000 men, will aid in the movement.

Better Business in Niagara District

"In St. Catharines and, we might say, the Niagara District, the conditions appear to be slightly on the improvement although weather conditions, while ideal, have not been conducive to good footwear business, being too summery," say Dillon & Moore. "We find that our last month's business was ahead of that of the preceding month, and also shows a gratifying increase over that of 1920."

The demand is for shoes at $6.00 to $7.00 for men, this firm state, with about 10 per cent. of the trade paying $10.00 to $12.00. With women they find it about the same, with possibly a less percentage buying the high grade shoes—possibly 5 per cent.

Salesmanship in the Repair Business

**Here is a Point where the Trade Needs Strengthening—
Make "Please the Public" your Motto.**

Salesmanship does not occupy as prominent a place in the consideration of the shoe repair man as it should. In every transaction between a man in business and his customers, there are the goods, or the job, the service, and the salesmanship.

Now the repair man does not sell goods, except in the findings end of his business—he sells repair work. The first question, then, is. Is the workmanship good? That is, of course, the fundamental. It is surely woeful waste to spend time and energy selling something that won't satisfy the customer. Sound, profitable business is not built up on single transactions but through the good-will of regular customers.

But, taking for granted the workmanship is O. K., there are the service and the salesmanship to consider, which are so closely connected that perhaps it is hardly wise to try and separate them. Salesmanship might, however be described as having to do with the impression the repairer makes upon the customer. Will he leave the store feeling that he has been courteously and honestly treated by a man who knows his business and that he has got the best possible value for his money? It is the business of the salesman to create that impression. And every repairer ought to be a salesman.

Its Quality of Service that Counts

Service, on the other hand, is a matter of store policy and includes the matter of deliveries, while-you-wait work, care and handling of shoes, etc. The **amount** of service a shoe repairer renders must largely be determined by the local conditions under which he operates, but the **quality** is what must always have the closest attention. Quality of service means do ng what you undertake to do **when** you undertake to do it. If you say a pair of shoes will be ready for the customer "Thursday morning", have them ready Thursday morning. If you promise that they will be delivered "to-morrow afternoon", deliver them to-morrow afternoon. It's not so much a question of whether you have facilities for delivering godds, or for doing rapid work, that decides whether or not you're a good business man—those things must be decided by your location and other conditions—so much as to whether you efficiently render whatever service you actually do offer.

Don't treat 'em rough

A detail of service to which "Footwear" has made reference on more than one occasion previously and one which cannot be too strongly emphasized is the care and handling of the shoes. Many repair men seem to think that their only concern is with the sole of the shoe, and it doesn't matter a hang about the upper. It's like the case of a doctor who in sewing up a wound in a patient's face put his eye out with the needle. We have reason to believe that some repair men damage the upper nearly as much as they improve the sole. They throw the shoes around like so much junk; they leave them lying in dirty piles from which it's almost like a Chinese puzzle to extricate them. The shoes get scuffed, and mussed and bruised unmercifully, and when they finally hand them to a customer, they don't look as if they were worth the sole that's on them. It's not fair to the customer and it's not fair to the repair man himself, for he loses business by it.

We have said that service and salesmanship are almost inseparably combined, evidence of which lies in the fact that a good salesman will never offer poor service. If conditions in the store won't allow of his offering a high quality of service, he'll either change the conditions or get out. He realizes that apologies and excuses should not be necessary as part of the salesman's stock in trade. He should have the kind of goods and the kind of service that require neither apology nor excuse. In short, it's his function to anticipate the customer's requirements and satisfy them. And to do this he must

Get the Customer's Viewpoint

It's necessary, of course, to learn to size up a customer, and any one with ordinary intelligence and powers of observation can learn to do that with a little experience. The working man will have a different viewpoint from the bank clerk, and the washerwoman from the stylish young stenographer. You can take it for granted that the thing that is uppermost in the mind of he average young woman of today in taking a pair of shoes to be repaired is the finished appearance. She's not particularly interested in the methods you use, and in all probability doesn't know a turn from a welt—all she cares about is what it looks like when the job's done, and of course that it wears reasonably well. The question she is asking herself when she enters your store is something like this: "I wonder am I safe in having these repaired, or

Saving Shoes

CONSULT us about your old shoes before discarding them. It may save you the price of a new pair.

will he spoil the style of them? Sometimes it's cheaper to buy a new pair." Knowing that this is what the customer is thinking about, the repair man can set her mind at rest with a "Yes, Miss, we can make a nice neat job of these for you—they'll be ready to-morrow at five." And then it's up to him to turn out the kind of job he promised.

The workman will of course want wear, while the business man will probably be equally interested in wear and appearance. Some customers will be very interested to know the "how" of shoe repairing, while others don't care what way you do the job so long as you do it right. You can make a favorable impression on the man who wants to be shown by giving a brief explanation, but it is a good rule to avoid long conversations. They waste time, and time is valuable. A good salesman can tell the talkative type at a glance, and is on his guard against getting involved in any deep discussions. He is never curt or abrupt, but refuses to allow the customer to get the bit between his teeth, so to speak, and soon takes the opportunity of courteously closing the conversation.

It is generally poor policy to talk in technicalities to a woman. If it is necessary to make any explanations to her, do it in as simple and clear language as is possible, and don't make explanations that aren't necessary. Tell her what you can do with her shoes and if that seems satisfactory to her, then do it.

In dealing with the public, the shoe repair man should always have these two ideas in mind: to please the customer, and to impress him, or her, with the economy and desirability of having shoes repaired. Never argue with the customer or try to force your ideas on him. That's not the good salesman's method; he makes his hints and suggestions so diplomatically that the customer accepts them quite unconsciously. He avoids any attitude which will arouse opposition in the customer's mind. While he seems to agree with the customer in reality he is getting the customer to agree with him. Of course, there may be a cantankerous individual once in a long while whom it is impossible to please, but, whatever the circumstances, the man who controls his temper and his irritation is the one who will master the situation.

"The Customer is always right"—or thinks he is

In the matter of complaints, the policy of the biggest and most successful concerns now is "The customer is always right." It may not be possible for a man in a small way of business to carry this idea as far as the big departmental stores, but the further he can carry it the better. And if you feel that a complaint is not justified and that you can't afford to accede to the customer's demands, always be courteous about it in any case. Nothing is to be gained by unnecessarily antagonizing him. Make "Please the public" your motto, and then the public will be pleased to come your way.

Practical Advertising Methods for the Repairer

From an Address by Mr. Jas. Fisher before the Toronto Convention of Ontario Shoe Repairers.

Advertising can help to lift the business of shoe repairing out of the rut; it can help to place it on a higher level; it can make it more profitable. How will it do this? In the first place, I might say that the very fact that you are organizing indicates that you are getting into a frame of mind that will enable you to get the benefits of advertising. This is an age when bitter competition between business men is to be eliminated. This is an age when men who are even in direct opposition to one another are getting together in a fraternal way in associations.

The average shoe repairer has asked too little in the past. I don't believe there has ever been a millionaire made in the repairing business. Advertising will help to get you a better margin of profit, because the man who advertises is going to set up a standard of quality, he is going to impress on the public the fact that he wants their work on a quality basis. If you proceed along this line, it seems to me that every dollar you put into advertising is a dollar saved. It takes a good business man to lead from the standpoint of quality rather than from the standpoint of cut prices, but he is the man who is going to be in the business in the future.

In order to get the price that is necessary to make your business properly remunerative, there is no other agency you can employ more effectively than the agency of good advertising. Advertising begins the moment you select your premises. No matter how small your shop is you should aim to make it clean and attractive, so that the passer-by will have the feeling that it would be a good place to do business.

The next step, in my mind, is to remember that the man in charge is something more than a mechanic. He is a salesman or advertiser, and he should be able to tell everybody who comes in about the quality of his work and be able to say something tactful to each customer that will impress that customer with the fact that he is getting good service.

In approaching the question of advertising, some imagine it is a big and expensive undertaking, but advertising can be done in a modest way in proportion to the business it is possible for a man to do, and the two items I have already mentioned really cost nothing, only thought and care.

We have been dealing with advertising to people who pass your store and who come in. The next question is how to reach people who do not pass your store or who pass it and do not come in. That can be done in print better than any other way. If you are in a small town or city, as opposed to a large place like Toronto, you should probably find it good business to advertise in your local newspaper. It can be done on a scale that will fit your business. If you are not an advertiser get in touch with your local newspaper man and get him to help you write up bright little ads., either for the display columns, or reader announcements—each announcement keeping the front the idea of quality. If you give the public quality in your work and tell them about it you need never fear but that you will be always busy.

Some people in thinking of advertising imagine they must get some long-haired clever individual to write it for them. That is the wrong idea. The first

element in successful advertising is sincerity. If your advertising rings true, it will bring you trade. The public to-day are looking for sincerity rather than cleverness.

That ring of sincerity is just as apt, and perhaps much more apt, to be secured by the man who runs the shop himself and knows the service he can give. So, if you have never tackled advertising in the past, don't hold back because you think you are not clever enough.

There are other methods that may be adopted in addition to newspaper advertising. Circulars sent out by mail (rather than delivered) are a good medium.

Select a list of families in which there are a number of children, or in which you think there would be the largest number of prospective customers, and write a straight-forward message telling what you can do for them.

Within reasonable limits, I believe you will find that $1.00 invested in advertising is worth $2.00 in the bank, because it not only helps you get more trade but helps you raise the standard of your shop. Advertising in these days has come to be looked upon as an economy by the most progressive concerns, not as an expense or a luxury. The shoe repair business has reached the stage where nearly everyone is using machinery. That machinery is going to be used more economically if it is kept busy, and it is going to be kept busy by advertising. If you word your advertising in simple straightforward fashion, every dollar invested should help you on the road to prosperity.

A Six-Man Shop in a Town of Eight Thousand Population.

A most inspiring example of what may be accomplished by modern handling in present day shoe repairing is being set by Mr. J. T. Horne, who conducts a most successful repair shop on Archimides St., New Glasgow, N. S.

In spite of the fact that New Glasgow only has a population of approximately 8,000 and that the principal industries of the district are closed down with consequent general trade stagnation, Mr. Horne is employing five hands and has developed such a volume of business that much of his work is some ten days overdue. A large Goodyear outfit is kept operating steadily and every possible means for handling the work with despatch is employed.

Asked as to what he attributed his notable success when other business men are complaining, Mr. Horne rather pithily remarked, "Advertising, and living up to it."

In addition to the high class of repairing which Mr. Horne believes is the trade's best recommendation, a steady campaign of advertising that was kept constantly changing in surrounding district newspapers and periodicals was part of his business programme. The effectiveness of this publicity is amply evidenced by the fact that the whole staff spends upwards of two days each week in getting out mail order repairs from outlying districts.

A very noticeable feature of the organization is that Mr. Horne's youngest son devotes his whole time to waiting on customers, receiving and dispatching work and handling all work that must be done on the patching machine. A very detailed inspection is made of all completed work, the linings, heel pads, insoles, eyelets and seams receiving special attention and scrutiny and no shoe is allowed to go out with a defect unattended to. Even missing lace tips are replaced, or if the laces are in bad shape a new pair is substituted.

That the public appreciates and is waiting to patronize and pay the modern repair men who will deliver a high class of work in a businesslike manner is evidenced by the load of parcels under which the postman daily staggers into this popular shop and the big file of letters of acknowledgement and appreciation that hang on the wall close to Mr. Horne's work bench as he busily sets the space and example for the establishment.

Returns to Repair Business

Mr. Earnest Cecchnetts,, who recently sold his shoe repairing business in Sydney, C. B., N. S., has returned to this city, after a holiday tour of the big centres in the U. S., where he visited many repair shops, and has taken over the repairing establishment formerly operated by Mr. M. Tink.

Mr. Creese with Negro Improvement Assn.

Mr. Geo. D. Creese, the well-known colored shoemaker, of Sydney, N. S., has been elected a commissioner of the Universal Negro Improvement Association to represent Canada and is now making an extended tour of the Dominion lecturing and organizing in the interest of the work.

The shoe repairing business operated by Mr. Creese has been left in the care of his brother during his absence.

Fine New Repair Shop for Vancouver.

Vancouver has a new and splendidly equipped repairing establishment, just opened a few weeks ago by the Fix-Rite Shoe Repairing Company. It is modern in every respect and expresses the owner's ideas as to what an up-to-date repairing establihment should be. Its equipment includes a 15-foot Champion Finisher and stitcher.

The proprietor of the new concern is Mr Geo. Labrum, who formerly owned and operated the Fix-all Shoe Repairing Works at Saskatoon, Sask., for eight years. In 1920 Mr. Labrum sold this thriving business to Mr. H. Smith, who had been in his employ for a number of years, and decided to move to Vancouver.

Well-known Toronto Repairer Sets Sail for his Native City

Mr. J. W. Hendry, of the Granite City Shoe Repair Shop, Toronto, is leaving Canada. Mr. Hendry is known to the trade, not only in Toronto, but throughout Ontario, as one of the most enthusiastic of association men. He was president of the Toronto Shoe Repairers' Association in 1919 and the previous year held the office of vice-president. During the present year he has been treasurer. Indeed, since the formation of the organization, he has continuously held some office on the executive.

Mr. Hendry is returning to his native city, Aberdeen, Scotland, where he already has all arrangements made for the establishment of an up-to-the-minute repair shop, having spent several weeks in the old land this summer. His shop is fitted with complete and modern mechanical equipment, and he intends to introduce the one-day service idea, which will be quite new in Aberdeen. He is quite confident that the public in that city will quickly appreciate, and take advantage of, this improved service.

On Thursday, Nov. 3, Mr. Hendry left Toronto for Montreal, where he stopped over a couple of days, and set sail on Saturday, Nov. 5. His business at the Granite City Shoe Repair Shop has been taken over by his brother, Mr. G. K. Hendry.

Needless to say, the Toronto Association regard Mr. Hendry's departure as a real loss to their organization. Their last meeting was the occasion of a presentation to him, as a small token of their esteem. Mr. S. Burnett, in making the presentation, which took the form of a leather wallet, spoke of the splendid work Mr. Hendry had done for the Association and expressed the regret which the members feel in losing him. Mr. Hendry in reply spoke of the pleasant relations he had had with the members in Toronto and the pleasure he had taken in the association work. He also said that he would not drop his connection with the Toronto organization, but would act as their overseas delegate and would represent them at any trade conventions in the old land.

It was interesting to note that all but two of the original members of the Toronto Association were present at this meeting, all having gathered for the express purpose of showing their regard for, and bidding godspeed to, one of their most active and faithful co-workers.

Combines Sport and Shoemaking

Carl Herman, shoemaker and sportsman, of Yarmouth, N. S., last month paid one of his periodic visits to his huting camp and came back like a giant refreshed to his last and the labors of the city. Many shoemakers have hobbies besides their daily vocation but Carl in addition to his shoe repair business has an extensive fox ranch with a present population of some 23 foxes, while he also keeps a private hunting camp to which he repairs from time to time, when tired of city life, to hunt and fish.

Carl has earned a reputation as a skilled tier of good fishing flies, and fishermen from many parts enlist his skill in this direction. As a sportsman he is known for miles around.

A Veteran in the Repair Game

Mr. Fred Gilles, veteran shoemaker of Main, St., Trenton, N. S., now in his eightieth year, is still actively engaged in tending to soles. Mr. Gilles learned the art as a boy in Pictou county and has spent a lifetime following the trade. In spite of his many years he still puts in a full day regularly at his bench and "packs a clout" with the hammer that might well be the envy of younger men.

McDougall's Corner

Not every shoemaker has the distinction of having a town corner and electric railway stop named after himself or his business, but such is the compliment accorded J. W. McDougall of New Glasgow, N. S. McDougall's corner is called regularly by the car conductors of the electric line that runs between Trenton, New Glasgow, Stellarton and other points, being an acknowledgement as a public landmark of a widely known shoemaking business that has been conducted in one shop for upwards of sixty years. The building was erected by the father of the present proprieter as a custom shoemaking shop and has been operated as such every since. The present proprieter, has achieved local fame for himself as a custom shoemaker, his orthopaedic work being known throughout the district. Shoes are hand assembled, stitched and finished on the Goodyear outfit of which John W. is an accomplished operator. Four hands are employed by Mr. McDougall in repair and custom work, all cutting being attended to by himself.

FOOTWEAR FINDINGS

Happenings in the Shoe and Leather Trade

A wide circle of his acquaintances in the shoe trade will be very pleased to learn that Mr. N. B. Detwiler, of the Hydro City Shoe Mfrs., Ltd., has sufficiently recovered from his recent illness to get back into harness again. Mr. Detwiler, as most of the trade is aware, had a rather serious break-down which resulted in his confinement to bed for about five months. He is now up and around again, and has been getting down to the office daily for a short time at least.

H. M. Shipley, operator of the Hanover Inn, Hanover, Ont., has sold out his interests in this concern and has opened up a store in Woodstock. It will be known as the "Invictus" store.

R. C. Mann, of Toronto, has bought the repair business in Port Hope, Ont., formerly operated by A. W. Perry. Mr. Mann will overhaul the store and put everything into attractive shape, he states.

J. A. Creech, representative of Chas. Tilley & Sons, Ltd., tells "Footwear" that on recent trip taking in Wiarton, Hanover, Chesley, Palmerston and neighboring towns he found business quite fair. The farmers have been buying rubber footwear and other heavy goods in anticipation of

The POLISHES That Get

MELTONIAN
BOOT POLISHES AND CREAMS

The
Super-Standard
of
EXCELLENCE

SAMPLES
PRICES
& TERMS
with
PLEASURE
from

Mr. Robt. D. AYLING
23 SCOTT STREET
TORONTO

Agent for the sole manufacturers
E. BROWN & SON, LTD.
LONDON AND PARIS

Hold of The Public

dirty weather and trade generally seems to be more optimistic in tone.

The partnership of Law & White, shoe repairers, Wiarton, Ont., has been dissolved. Mr. White continues to operate in the same premises and has installed a new finishing machine, while Mr. Law is opening a new shop, also in Wiarton.

W. Young, formerly representing Getty & Scott, Ltd., has transferred to the Williams Shoe, Ltd.

J. Harden, shoe repairer,, Newmarket, Ont., has installed a new finishing outfit.

Hugh F. Murray, of the firm of Johnston & Murray, London, Ont., has been elected district secretary of the Kiwanis Club.

A. Melitides, a progressive merchant, has recently completed the opening of a modern shoe repairing department in his new store at 393 Barrington St., Halifax. His premises are spacious and attractively fitted and he now caters to patrons who require shoes shined, hats cleaned, or shoes repaired, besides carrying magazines, cigars, tobaccos, etc.

James Hopton, a well-known Stellarton (N. S.) shoeman, is at present taking treatment at Kentville Sanitorium to remedy the effects of poison gas to which he was subject when overseas. He is reported as progressing favorably.

C. S. Corson, president of the Corson Shoe Mfg. Co., Toronto, has just set out on a five-week trip which will take him all the way to Vancouver and back. He will visit all the principal cities and towns en route carrying a full line of Corson samples.

Live men are progressing even these days. J. F. Longo has recently opened a new shoe repair shop at 192 Dundas St., E., Toronto, which makes the third up-to-date establishment owned by him in this city. They are all operated under the name, "Shoe Repairing Shops."

Geo. Meisner, the well-known shoeman of Yarmouth, N. S., took advantage of the hunting season recently to enjoy a few days well earned vacation and betook himself to the tall timbers with the expressed intention of returning with a moose. We have not yet heard whether George has proved his ability to shoot the bu'l.

H. W. Upham, executive of the progressive shoe findings house of the same name, which recently moved from Sussex to larger premises at Moncton, N. B., is now making his business headquarters at the office of the firm at Moncton.

The Truro Shoe Repair Factory, Truro, N. S., has been taken over by S. Torraville, a young man with modern ideas who is following the advances of the trade closely and is an exponent of up-to-the minute methods of shoe repairing.

Tom Torraville, formerly a well-known shoe repairer in Truro, N. S., whose name has become familiar to the trade in that district as one of the recent Neolin demonstrators, is now covering the Maritime provinces as salesman for the firm of H. W. Upham, Moncton, N. B. "Tom" has the distinct advantage of being able to talk to the trade in their own language.

Fred W. Horn, formerly head salesman for E. R. Gavin in Fort William, Ont., has followed a famous piece of advice and "gone West." Mr. Horn now finds himself surrounded by the rolling prairies, being located at Saskatchewan's capital city. He has joined the staff of McDonald & Wray (the Yale Shoe Store), who cater to the highest class trade in Regina, and reports favorable first impressions of that city. Prices, he says, appear to be just about on a level with those in more eastern centres.

C. A. Davies, president & general manager of the Davies Footwear Co. Ltd., Toronto, has left on his annual trip to Western Canada. Mr. Davies will stop in Winnipeg for about one week and will then continue to the Coast stopping at all of the larger centres en route.

Joseph Jordan, a veteran Toronto shoeman, passed away recently after a brief illness. The late Mr. Jordan was born in England fifty-two years ago and came to Canada at the age of twelve. He entered the shoe business early in life and had nearly forty years' experience in it. His premises were located at 868 Bathurst St., where he carried on both a shoe retail and repairing business. He is survived by a widow and three boys, who will continue to operate the store.

Morris Geller has started a shoe business in Hamilton, Ont.

Another new shoe store in Hamilton, Ont, is that opened by J. T. Campbell.

The shoe business formerly operated by O. H. Ronnie in Wetaskiwin, Alta., has been taken over by Frank Blackwell Mr. Blackwell was previously with the Nickle Boot Shop, Calgary.

Ralph Clarke has joined up with the Perth Shoe Co. and will carry their colors in Western Canada, from Port Arthur to the Coast. He is taking the place of John Abernethy, who is seriously ill.

An interesting French toe novelty. One of the York Shoe Company's in-stock lines.

GAITERS

We specialize in the manufacture of—

"The Better Gaiter"

In felt and broad cloth.

Our prices are adjusted to meet replacement values, and we have produced a better gaiter at a lower price.

American Gaiter Mfg. Co., Ltd.

2168 St Lawerence Main. Montreal

The Edwin Clapp Shoe
East Weymouth, Mass. U.S.A.
Established 1853

Each Year

Adds to the High Reputation

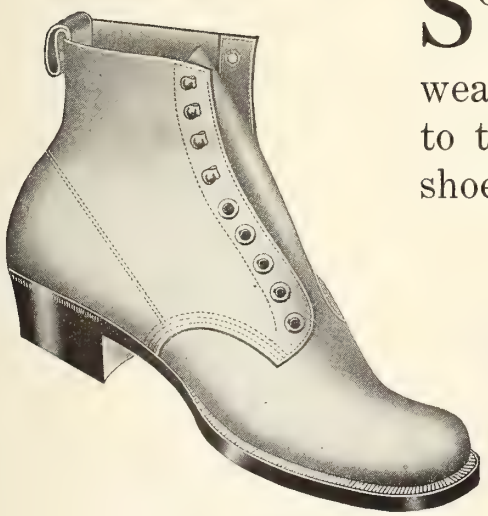
The "St. Francis"

The "Bar-harbor"

Maintained Since 1853

Edwin Clapp & Son Inc.
ESTABLISHED 1853
East Weymouth, Mass., U. S. A.

A "Man's" Shoe



SOLID leather throughout, made to fit the foot and built to stand the hardest wear. The sort of shoe you can recommend to the man who declares he is "hard" on shoes. Priced to compel brisk sales.

Solid, All Leather Shoes.

Hydro City Shoe Mfrs.
Limited
Kitchener - Ontario

FACE THE FACTS

New business methods are required to meet new business conditions

Old methods invite failure

This merchant is trying to meet present-day conditions with an out-of-date store system.

(1) He can't get the records he needs.

(2) He guesses about the amount of outstanding accounts.

(3) His customers get slow service.

(4) He gives no receipt to his customers.

(5) There is no incentive for his clerks to do better work.

(6) He hasn't been able to reduce expenses.

He complains about conditions.
He is discouraged. He fears failure.

WE MAKE CASH REGISTERS FOR EVERY LINE OF BUSINESS. NOW PRICED AS LOW AS $100 IN CANADA

NATIONAL

CASH REGISTER COMPANY - TORONTO ONT.

FACE THE FACTS

New model National Cash Registers help merchants meet new conditions

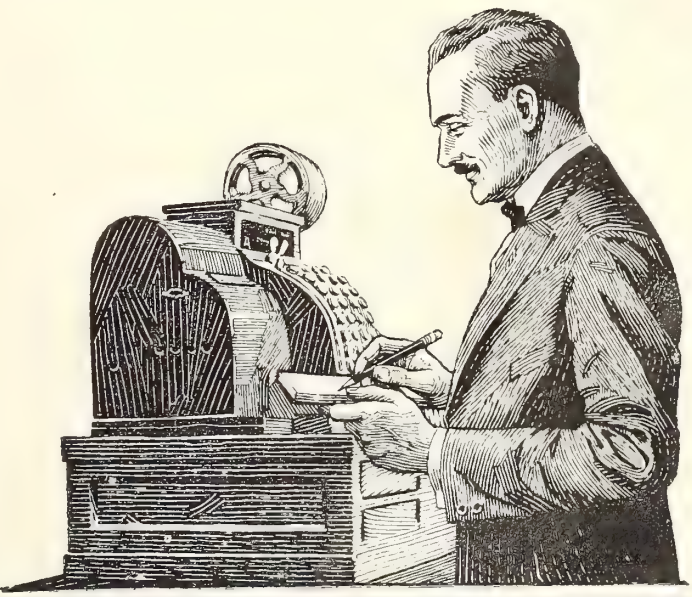
New methods insure success

This merchant has installed a new model National Cash Register especially designed to help merchants meet new conditions.

(1) It gives facts necessary for managing his business.
(2) It provides an easy way to keep tax records.
(3) It gives quick, accurate service to customers.
(4) It prints a receipt for each customer.
(5) It helps clerks sell more goods.
(6) It reduces overhead.

He has made conditions in his store right.
He is meeting present-day conditions successfully.

A National Cash Register is the only machine that issues a receipt, indicates, adds, prints, classifies, and distributes records *at the time of the sale,* all in one operation. No figure work. No delays. No mistakes. Just read the totals.



WE MAKE CASH REGISTERS FOR EVERY LINE OF BUSINESS. NOW PRICED AS LOW AS $100 IN CANADA

NATIONAL
CASH REGISTER COMPANY - TORONTO ONT.

A. A. COTE & SON
LIMITED

Men's, Boys', Youths' Little Gents' and Children's Staple McKays. Also Men's Chrome Heavy Working Shoes.

If you are looking for value get our prices now.

ST. HYACINTHE P. Q.

"The Fabric Tip— that can't come of"

THE Fabric Tip represents the greatest advance in Shoe Lacers in recent years. It's getting big repeat orders for Nufashond.

Made flat, tubular and cord in all colors and in lengths for all shoes.

Excellent selling helps and display cards furnished.

NUFASHOND. *Reading, Pa.*

Nufashond
TRADE MARK REG. U.S. PAT. OFF.

Shoe Lacers

Ask your jobber for samples and prices.

JOBBERS
HOCKEY BOOTS

Our Hockey Boots have extensive sales and supply a wide demand at a reasonable price. The quality and workmanship put into their manufacture insure a first-class product on which you can realize a large and profitable turnover. Write us for samples.

J. E. SAMSON ENR
QUEBEC

"HUMBERSTONE"
NON-RIP SANDAL

Humberstone Sandals are built to wear. Solid leather is used throughout with extra strong stitching. They won't rip.

Recommend Humberstone Sandals for they always give satisfaction. Made in two colors—black and tan.

Humberstone Shoe Co., Ltd.
HUMBERSTONE, ONT.

The Greatest Dancers of the Day

insist on wearing Arthur Franks' Ballet Shoes. No other shoes afford the same amount of comfort and support.

BALLET SHOES

by Arthur Franks are supplied to Mesdames Pavlova, Kaisavina and Vera Karalli, and Messieurs Novikoff, Volinini, Adolph Bolm, etc.

Arthur Franks

3 Cotton Street, Australian Avenue,
London, E.C. 1, England.

The Best and Most Durable Shoe Laces Are Made With Our

Power Shoe Lace Tipping Machines

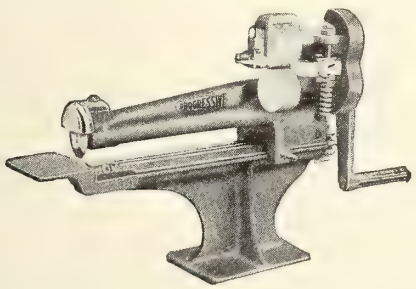
Textile and Special Machinery
Harris-Corliss Steam Engines

Send for Catalogue

The Franklin Machine Company
Engineers Founders Machinists
189 Charles Street, Providence, R.I.

Time, Material and Labor

are three elements on which you can effect increased savings in your repair department by making certain that your equipment is Progressive.



The "Both-in-One" Combination
Sole Cutter and Skiver

is a typical Progressive product. With it, your repairman can cut out a half sole and skive the butt on the one machine without removing his hand from the crank.

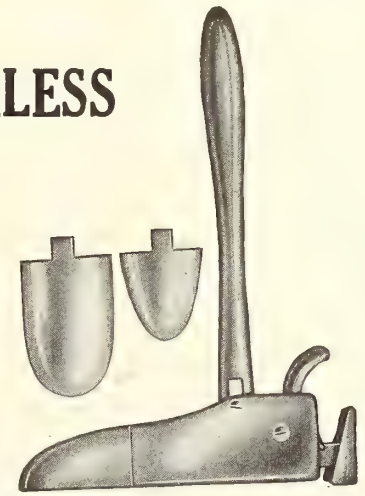
The Skiver makes a wide, flat bevel on any stock; the Sole Cutter cuts out any shape of piece desired and leaves a smooth edge.

Write for new circular on this machine.

Progressive Shoe Machinery Co.
Minneapolis, Minn,

— IF —
"The Shoe Pinches My Toe"

THE PEERLESS



Shoe Lengthener will take the pinch out of it. The Peerless fills a real need in a shoe store.

When complaint is made that "the shoe pinches my toe," it is more often that the shoe is too short rather than too narrow.

The ordinary stretcher will not remedy this trouble—The Peerless Shoe Lengthener will.

The Peerless is easily handled—it works quickly—the ratchet can be released without reaching inside the shoe.

Price, with 3 toe pieces, $4.50.

Progressive Shoe Machinery Co.
Minneapolis, Minn.

The Lincoln Paper Mills
Company, Limited

can supply
your requirements
in

GLASSINE

Super-Glazed Kraft
for Interlay

Wrapping Paper

The above are thoroughly Canadian-made products of the highest quality and at the attractive prices quoted, should appeal to every Canadian shoe manufacturer.

Will you get in touch with us?

LINCOLN PAPER MILLS CO., LTD
MERRITTON ONTARIO
Branch — 112 Bay St., Toronto.

RESULTS!

The methods at the command of the shoe retailer for procuring a thoroughly reliable mailing list are often expensive and uncertain

For instance, the dead letter matter encountered when lists have been compiled from telephone and city directories or voters' lists would sometimes pay for one-third of the advertising.

The best way is to send direct to us. We have the most up-to-date mailing lists on the market. They are revised annually and have proved 98 per cent correct.

Prices are surprisingly low when comparing the cost of direct advertising and results with other advertising.

No extra office staff required, your printing, addressing and mailing handled at very small cost.

Let us send full particulars.

PROCTOR & PROCTOR
Aurora, Ontario.

Fred. F. Dufton
LEATHER

50 Foundry Street South
Kitchener - Ontario

SHEEPSKINS
Representing : Clarke & Clarke, Ltd., Toronto

GLAZED KID
Representing : The Bonner Leather Co., Montreal

CALF AND SIDE LEATHER
Representing : C. Galibert & Son Co., Montreal

GLAZED HORSE
Representing : Lucien Borne, Quebec

GOODYEAR WELTING AND MENNONITE
Representing : Wickett & Craig, Ltd., Toronto

CUT SOLES
Repres'ng : The Provincial Cut Sole Co. Kitchener

Stock of above well known lines always on hand. Call and inspect them.

We Can Save Money for You on Your Shipping & Packing

H & D Solid Fibre Board Boxes

1.—They protect your shipment against loss from dampness and water.
2.—They are extremely light, which means low freight charges.
3.—They cannot be opened without breaking the seal.
4.—They save time in packing.
5.—They save storage space.
6.—They have strong advertising value.
7.—They can be made to your specifications.
8.—Their first cost is lower than wood.

Our booklet "How to Pack It" explains all—write for it.

The Hinde & Dauch Paper Co.
of Canada Limited
TORONTO ONTARIO

"Judge It by Its Users"

New Castle Kid

BLACK — WHITE — COLORS

Send for Samples

New Castle Leather Co.

NEW YORK

Canadian Branch:—335 Craig St. West, Montreal
Factory:—Wilmington, Del., U.S.A.

H. W. UPHAM

MONCTON, N. B.

Leather and Findings

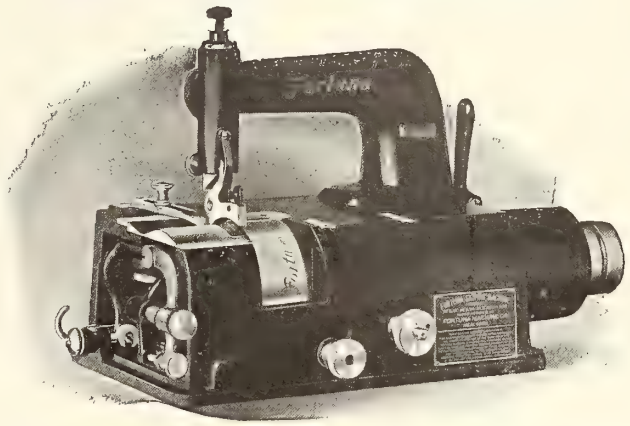
Promptness and quality is our motto.
No orders too large or too small.

We solicit a trial order.

ALL KINDS OF SHOE REPAIRING MACHINERY

Fortuna

Skiving Machine



For Manufacturers who Skive Leather, Felt, Cork, Rubber or Paper

Used extensively by Manufacturers of
SHOES, BOX TOES, TRIMMINGS, INSOLES, ANKLE SUPPORTERS, WELTING, ARCH SUPPORTERS

Sole Agents for Canada

Fortuna Machine Co.

147-153 Waverly Place - NEW YORK

Hector Footwear Much Admired By Well Dressed Women

Our new lines for Spring are especially captivating and no live merchant should overlook their possibilities.

Get in touch with your jobber for samples.

Hector Shoe Co. - Montreal

331 Demontigny St. East,

S. Desrochers — F. X. Leblanc

A Real Sales Factor Which Costs You Nothing

The Union Label on any merchandise is given preference over the non-labelled article by more than 4,000,000 people.

Union made shoes—stencilled with the stamp of the Boot and Shoe Workers' Union—is a sales-factor which bears great weight with this army of buyers and costs the retailer nothing.

This label on the shoes you sell automatically expands your market. Look for it, insist upon having it, show it to your customers. They will understand its meaning.

Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

246 SUMMER STREET - - BOSTON, MASS

COLLIS, LOVELY,
General President

CHAS. L. BAINE,
General Sec.-Treasurer

"La Duchesse" McKays for Women Turn Slippers for Men

Get in touch with your jobber early and let him show you the splendid "La Duchesse" models he has waiting for you. In a variety of leathers, lasts and patterns, and radiating good workmanship and unusual value.

Jobbers Only

"La Duchesse" Shoe Co.

Registered
MONTREAL

The Peterboro Shoe

For MEN, BOYS, YOUTHS and LITTLE GENTS

A staple line of Footwear, prominently known for its superior workmanship, first grade materials, smartness and comfort. A Line you can stock with assurance. Write us to-day.

B. F. Ackerman, Son & Co., Limited

PETERBORO, Ont. Western Branch, REGINA, Sask
MAKERS OF THE "PETERBORO" SHOE

H. O. McDOWELL — H. N. LINCOLN

International Supply Co.

The Largest Shoe Factory Supply House in Canada

IMPORTERS — JOBBERS

Shoe Machinery, Findings and Factory Supplies

We are Exclusive Canadian Agents for the following well-known houses:—

American Lacing Hook Co., Waltham, Mass.
Lacing Hooks and Hook Setting Machines.
Armour Sand Paper Works, Chicago, Ill.
Crystolon Paper and Cloth for Buffing and Scouring.
Boston Leather Stain Co., Boston, Mass.
Inks, Stains, Waxes, etc. Cyclone Bleach.
The Ceroxylon Co., Boston, Mass.
Ceroxylon, the Perfect Liquid Wax.
Cincinnati Cutting Die Co., Cincinnati, Ohio.
Quality Breasting Knives.
The Louis G. Freeman Co., Cincinnati, O.
Shoe machinery.
E L. Glennon Machine Co., Lynn, Mass.
Perforating Tubes.
Hazen, Brown Co., Brockton, Mass.
Waterproof Box Toe Gum, Rubber Cement.
Markhem Machine Co., Boston, Mass.
Marking and Embossing Machines, Compounds, Inks, etc
M. H. Merriam & Co., Boston, Mass.
Binding, Staying, etc.
Puritan Mfg. Co., Boston, Mass.
Wax Thread Sewing Machines,
Poole Process for Goodyear Insoles.
Safety Utility Economy Co., Boston, Mass.
Electric Heating Equipment.
The S. M. Supplies Co.
Factory Supplies, Needles, etc.
J. Spaulding & Sons Co., N. Rochester, N.H.
Guaranteed Fibre Counters, Fibre Innersoling.
The Textile Mfg. Co., Toronto, Ont.
Shoe Laces.
United Stay Co., Cambridge, Mass.
Leather and Imitation Leather Facing, Welting, etc.

We carry three large stocks in order that we may serve you promptly.
You will do well to avail yourself of these stocks.

Quality Goods

INTERNATIONAL SUPPLY CO. · SERVES YOU RIGHT · MONTREAL · KITCHENER · QUEBEC

Right Prices

Main Office—154 Notre Dame Street West, Montreal
Branches:—37 Foundry Street S., KITCHENER — 566 St. Valier Street, QUEBEC

All Canvas and Felt and Canvas Combination Innersoling

FOR McKAYS

The stitches sink completely below the surface in this material and there are no uncomfortable, humpy places. It's the ideal innersole for McKay work at a low cost.

Every inch is usable—practically no waste in cutting. Let us send samples for proof

THE LANDERS BROS. CO.
TOLEDO, OHIO

KELLEY KID

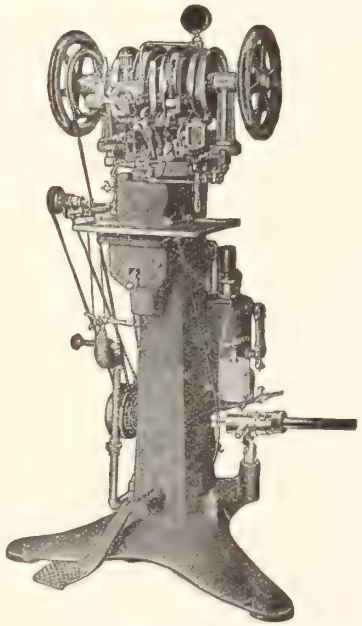
LEADS THEM ALL
in Uniformity,
Fine Texture, Wearing Qualities and Finish

In our West Lynn Factory during 310 working days, the average daily output has been 800 dozen finished skins, or an equivalent of 9,600 skins per day. This represents 60,000 feet of leather turned out each day, or 18,600,000 square feet of leather in one year. This amount provides over 6,200,000 people once a year with one pair of shoes—a large army!

Sold in All Foreign Countries

Thomas A. Kelley & Co.
Tannery and Main Office, LYNN, MASS.
Selling Agents:
ROUSMANIERE, WILLIAMS & CO.
87-93 Lincoln St., BOSTON, MASS.

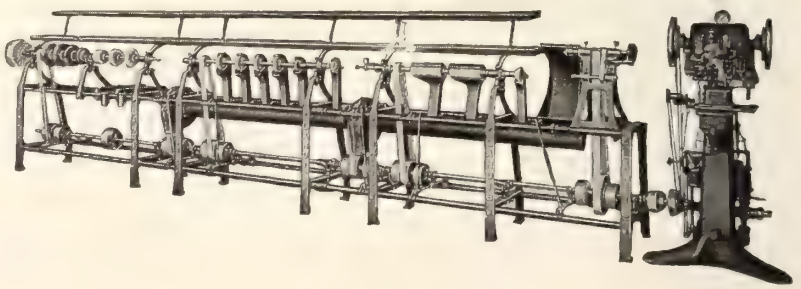
Landis Outfits are Money-Makers



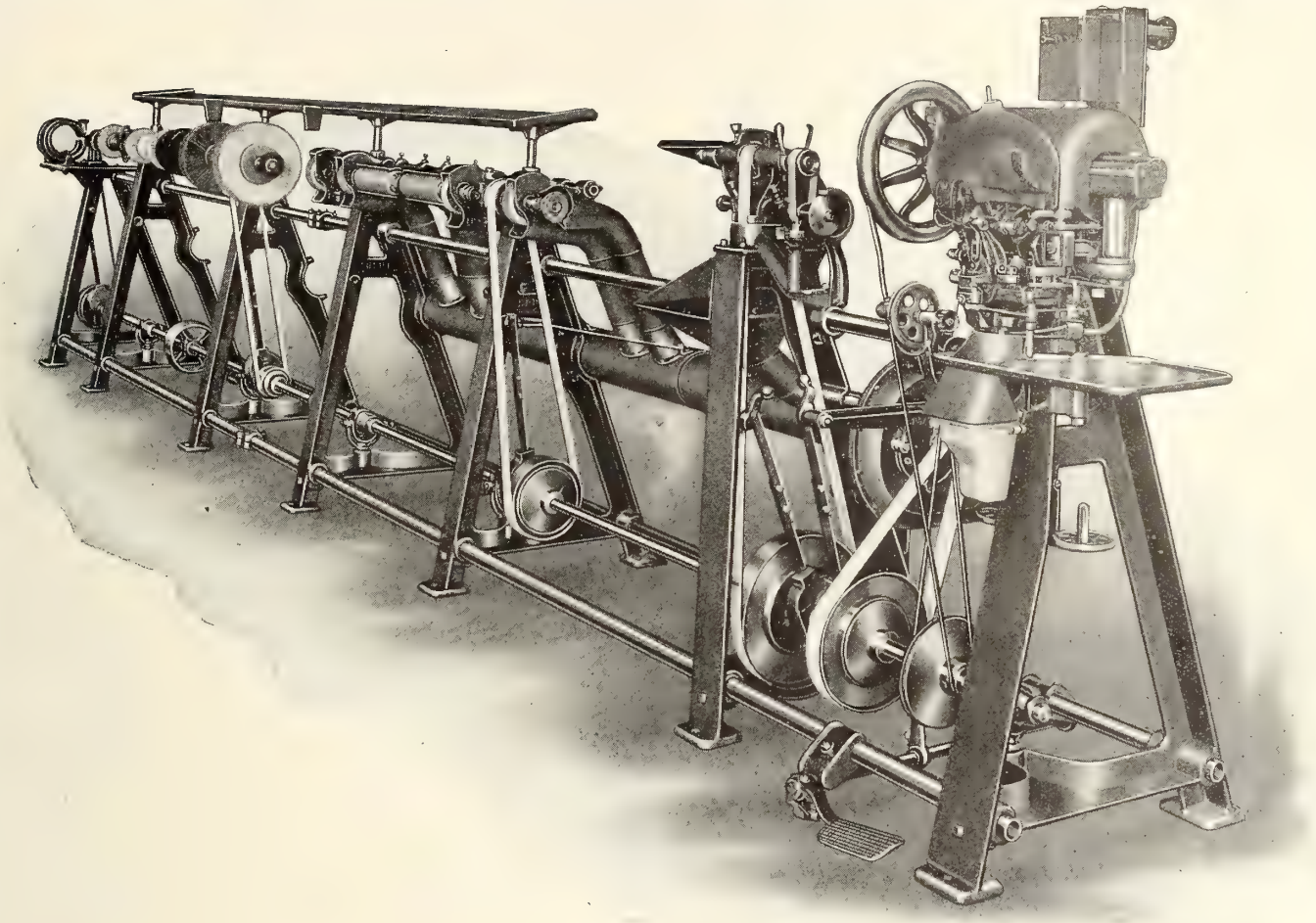
Landis No. 12 Shoe Stitcher.
outright—No royalty.

Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms are easy.

We have many models of stitchers and finishers. Write for complete catalogue with prices and terms.



Landis Machine Co., 1515 N. 25th St., **St. Louis, U.S.A.**



It's No Longer a Question
of Can You Afford a
GOODYEAR
SHOE REPAIR OUTFIT?

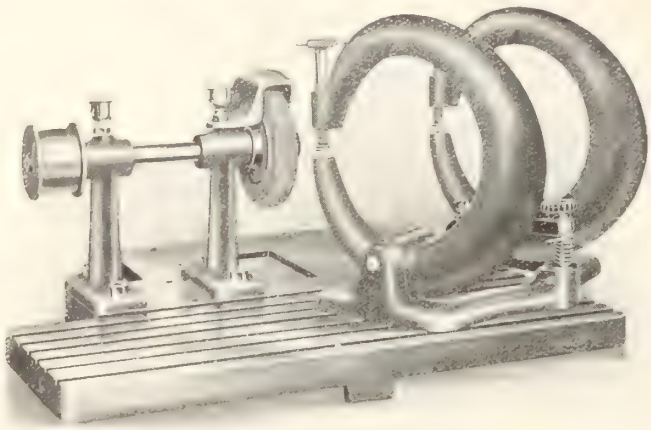
BUT

Can You Afford to Do Without It?

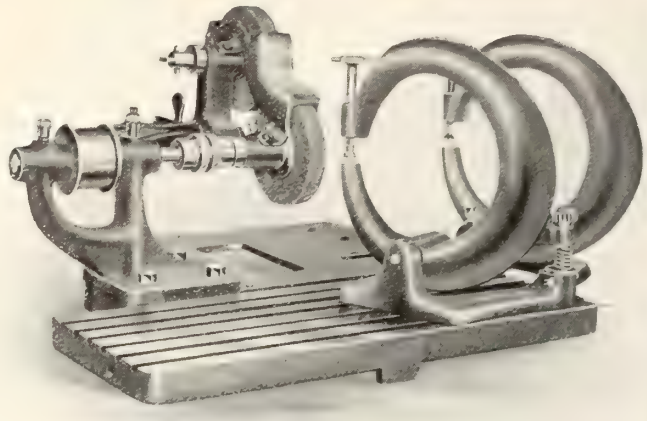
We have made it possible for every Shoe Repairer to install one of these GOODYEAR Shoe Repair Outfits on very easy terms. Simply drop us a line and we will tell you why you cannot afford to delay installing a Shoe Repair Outfit.

United Shoe Mach'y Co. of Canada, Ltd.
MONTREAL

Toronto **Kitchener** **Quebec**



USMC Skate Sharpener, Model A
Fitted with one emery wheel.



USMC Skate Sharpener, Model B
Fitted with one coarse and one fine emery wheel.

EXTRA PROFITS
DURING THE
WINTER MONTHS

GOOD MONEY EARNERS IN THE DULL SEASON OF THE SHOE REPAIR BUSINESS.

¶ You cannot afford to be without one of these machines. NOW is the time to enter your order so as to get delivery and become familiar with the machine all ready for the first rush of the Skating Season.

THESE SKATE SHARPENERS CAN BE ATTACHED TO PRACTICALLY ALL MAKES OF OUTFITS.

Write Us for Particulars

United Shoe Machinery Company of Canada, Limited

City Office :
227 Craig Street West.

MONTREAL

Main Office and Factory :
Bennett Avenue, Maisonneuve

TORONTO
90 Adelaide Street West

KITCHENER
46 Foundry Street South

QUEBEC
28 Demers Street

This Heel

Is the One You Should Sell

It is the heel that people want—they ask for it. It is the heel that gives satisfaction—in wear, resiliency and comfort.

Keep a sign in your window that you sell—

"Maltese Cross" Rubber Heels

GUTTA PERCHA & RUBBER, LTD.
Head Office and Factory, - - TORONTO.

"LA-RITA"

A New Number in this Popular Line

"Young Misses"

"La-Rita" Babies', Infants', and children's high grade stitchdowns have long been a popular line with the trade. Because of their popularity we have added a new number "Young Misses" stitchdowns which are of the same high quality.

Write us for particulars.

The Rita Shoe Co.

Limited

St. Hyacinthe Que.

Edwards & Edwards

LIMITED

TANNERS OF

SHEEPSKINS

FOR

Shoes, Gloves, Saddlery
Upholstering
Bags and Suit Cases
Bookbinding
Fancy and Novelty Goods
Skivers
Embossed Leathers
Etc., Etc.

Edwards & Edwards Limited

Head Office and Sale Rooms: 27 Front E. Toronto
Tanneries: Woodbridge, Ont.

Quebec and Maritime Provinces Represented by
JOHN McENTYRE LTD. 28 St. Alexander St. MONTREAL, QUE.

HEEL PADS

To The Shoe Manufacturer

Let us supply you your Heel Pads. Our prices are so low they will surprise you. Made from two qualities of felt, sized and soft, or from artificial leather backed with felt or from Kendex in three colours, oak, grey and white. Packed a thousand pairs in a carton. Count guaranteed, with extras. Send us your patterns and get our prices.

To The Repair Man

Trim up your job. Send us $1.00 and let us send you parcel post 100 pairs each ladies' and men's sizes felt heel pads.

Kenworthy Bros. of Canada, Limited

St. Johns, Quebec

KENDEX SPECIALTIES

PIECE FELTS HEEL PADS FELT TONGUE LININGS

Display Fixtures That Sell Shoes

BEAUTIFUL ADAM and POMPEIAN DESIGNS

FINISHED IN OLD IVORY OR ROMAN GOLD.

These Clatworthy Fixtures make possible the displaying of your shoes to the best possible advantage, and improve the appearance and character of your store. They are a sales help you should not be without.

NEW ILLUSTRATED CATALOGUE GLADLY SENT ON REQUEST

CLATWORTHY & SON, LIMITED

TORONTO REPRESENTATIVES: **CANADA**

MONTREAL, E. O. Barette & Co., 301 St. James St.
QUEBEC, Nap. Debigare, 205 Des Fosses St.
VANCOUVER, M. E. Hatt & Co., 318 Homer St.
WINNIPEG, S. J. Barley, General Delivery.

PATENT LEATHER
Comes into its own

Capitalize Fashion's trend by handling CLARKE'S

On Top
Since
1852

Throughout the length and breadth of the country the call comes for patent leather shoes. Wherever style is known the demand is sharp for this popular material.

Style has set the pace for patent.

If you are going to keep up with the procession you must sell a product that invites repeat sales.

The quality of Clarke's is your assurance of customer satisfaction. Demand Clarke's for the sake of your future trade.

A. R. CLARKE & CO., LTD.

The largest producers of patent leather in the British Empire

MONTREAL TORONTO QUEBEC

Vol. XI No. 12 Toronto, December, 1921

Footwear in Canada

May Health and Prosperity and a bounteous share of all good things be yours during the years that are to be

—the Christmas wish of

The

Panther Rubber Company

Limited

Sherbrooke, Quebec

ARE you acquainted with "Panco," the new product that will not break away or split in the stitches? It is guaranteed to last twice as long as leather and is proving immensely popular with repairmen and public alike. Many unsolicited testimonials prove that "Panco" is making for better business wherever introduced.

Panco Sta-Tite Heels Need No Cement

THE Invictus SHOE

The daily production of Invictus Turn Shoes has increased threefold during the last six months.

Here is a reason :

EO42/215 -- Black Suede One Strap. Patent Leather Tip and Fox. White Kid Top.

Price : $7.50

Less 5 per cent. for 24 pr. D lots of not more than two widths.

GEO. A. SLATER, Limited

MONTREAL

As in the past —so in the future

May Health, Wealth and Happiness be Yours throughout the Coming Year

Tetrault has always been the Symbol of Sales Power. The name has stood for the utmost in value.

Let nineteen-twenty-two find you among those who are selling shoes which have a real pulling power for sales with the people.

Tetrault Shoe Co., Limited

MONTREAL - QUEBEC

These Are the Genuine "Air-Peds"

Compare them with any other product on the market and you will readily see why they are worn and preferred by thousands of people throughout Canada.

"Air Peds" are different in design, more attractive in appearance, "LIGHTER" and more comfortable. The lightness not decreasing their wearing qualities. Easily sold and easily applied.

MADE IN CANADA

The Season's Greetings

We wish you all a Merry Christmas and a Happy New Year, together with every success for 1922.

Pioneer Products of Canada, Limited

11 St. Sulpice St., Montreal

WE JOIN you in welcoming 1922 as a year of success. We believe that the shoe trade as a whole has confidence in the future and that the coming year holds a reward for those who have braved the past months of industrial reconstruction.

No. 8547. Women's Gun Metal Calf Oxford with self saddle. On last 55. With slip sole, carrying 11/8 Sport Heel.

The
Eureka Shoe Company
Limited
Three Rivers, Quebec

THE ROBSON LEATHER CO. LIMITED
HIGH GRADE SIDE LEATHER
OSHAWA CANADA

THE manufacturers of "Black Beauty" Chrome Patent Sides send you the Season's Greetings. May we also convey our sincere wishes for a year of prosperity and happiness during 1922 to our good friends in the shoe trade.

December 1921

THE ROBSON LEATHER CO.
LIMITED
TANNERS AND CURRIERS
OSHAWA — CANADA

Yuletide Greetings

Good News

For

Canadian Shoe Manufacturers

We have just been appointed

Sole Canadian Agents

For

Mitchell and Peirson

(Philadelphia)

BLACK AND COLORED "KIDS"

Complete Stocks Carried in Montreal

J. EINSTEIN, LIMITED

152 Notre Dame St., W. - - - Montreal

Yuletide Greetings

"BRIGHTEX"

and

"BEECHTEX"

Two New White Shoe Cloths

(Made with care. Prepared for long wear.)

Treated with a recently discovered electrical process which makes the Fabric "Water Repellant" and increases the life and wear, without hardening the cloth. White cleaners do not penetrate these fabrics, thereby protecting the cloth from deterioration.

Look us up at our Booth at the Chicago

CONVENTION JANUARY 9th, 1922

What a Retailer Says:—

Copy of letter received from Byck Bros., Co.
Atlanta, Ga. Aug. 11 1921

J. Einstein Inc.,
9 Spruce Street, N. Y. C.

Gentlemen:—

In reply to your favor of the 8th. instant, we wish to state, that all of the shoes, which we had the Watson Shoe Co., and other factories make for us out of "Beechtex" cloths have been perfectly satisfactory and we do not remember receiving a single complaint.

We see no reason why all high grade manufacturers should not use this material in preference to the much higher priced cloth, which we do not consider any better than yours.

Yours very truly
(Signed) Byck Bros., Co.,
W. Byck, Pres. & Treas.

What a Manufacturer Says:—

Copy of letter received from C. P. Ford & Co.
July 23rd. 1921.

J. Einstein Inc.,
9 Spruce St. N. Y. C.

Gentlemen:—

Now that we have finished making white shoes for this season, we wish to say a word of appreciation of the white "Beechtex" which we have been using in our shoes.

We have never made as handsome white cloth shoes as we have produced the past six months, and our customers without exception have complimented us on these shoes.

As you know, we have been users of your white cloth for several years, and we think the cloth this year has produced the prettiest shoes which we have ever made. In addition to that we have experienced absolutely no trouble with the cloth in giving satisfaction to the wearer of the shoe.

It is a pleasure to give any article such strong praise as we are glad to give your cloth.

Yours truly,
(Signed) C. P. Ford & Co
ROCHESTER, N.Y.

J. EINSTEIN, LIMITED

152 Notre Dame St. W., - - - Montreal

AS CHRISTMAS Bells are ringing out the old year, we are reminded of our many good friends in the trade whose good will we have enjoyed in the past. The Beckwith Box Toe, Limited, extend greetings and good wishes to one and all, hoping that we may continue to serve you to your entire satisfaction through Nineteen-Twenty-two.

Beckwith Box

Sherbrooke

A Better Toe
for all the
Shoes of 1922

Toe Limited

Quebec

Yuletide Greetings with prosperity for the coming year—and a generous share of all the good things that make life worth living—to you and to all our esteemed friends in the trade.

Humberstone Shoe Co., Ltd.

HUMBERSTONE, ONTARIO

Aunt Polly (oversize) carried in stock

Write for new In-Stock Catalogue

Christmas 1921

THE Lady Belle Shoe Company takes this opportunity of wishing you one and all a Merry Christmas and a Happy New Year.

In expressing this wish we cannot but hope that during the coming year we may again serve the needs of all our old customers, and perhaps many new ones. *Will you let us try?*

The Lady Belle Shoe Co., Limited

Kitchener, Ontario

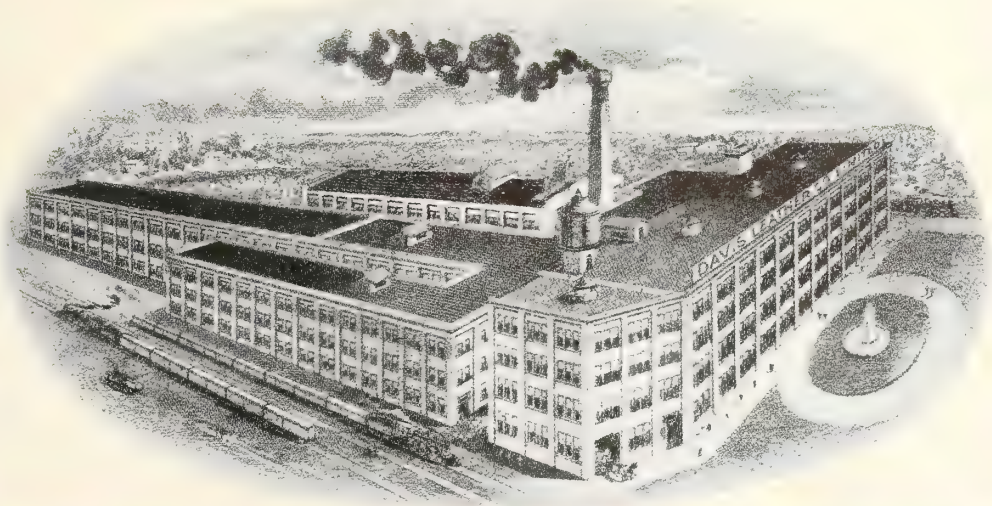
The

Davis Leather Company Limited

L E A T H E R

NEWMARKET
CANADA

May Health and Prosperity and a bounteous share of all good things be yours during the years that are to be



CHRISTMAS once again reminds us of those most valuable of all our assets—our business friendships, and the goodwill that makes them real factors in our daily transactions throughout the year.

In expressing our appreciation of this goodwill, The House of James Robinson Company, Limited, wishes each one of you a good old Merry Christmas and fullest prosperity in the New Year following.

December 1921

The Outlook

The uncertain days of rapidly fluctuating war prices are past and the shoe business begins to assume the even tenor of its way as manufacturer and dealer join in the long and steady pull for prosperity.

The fundamentals of Shoe merchandising must now be studied by the retailer if he would progress with certainty.

It is evident that the public must be furnished with what they want—as to design, workmanship and price—if sales are to materialize.

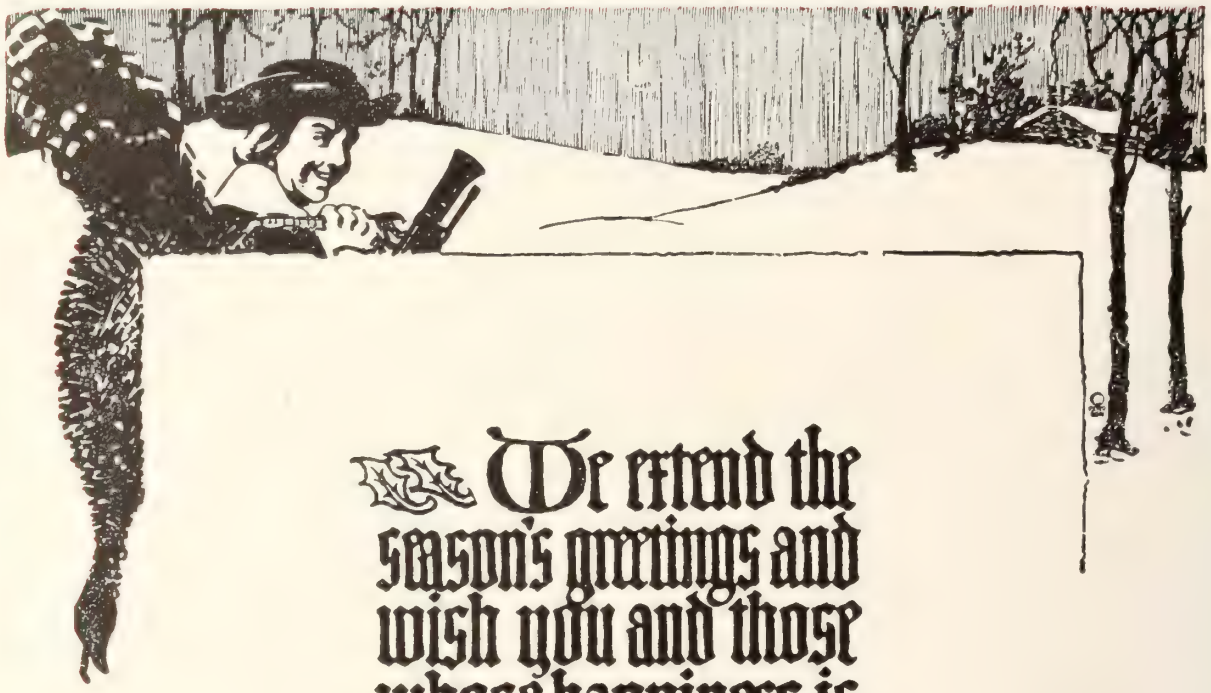
The House of Robinson has been studying these merchandising problems for a generation.

The outlook for 1922 is excellent—for the man who buys wisely. Can we help you?

James Robinson Co., Limited

Specialists in Fine Footwear

Montreal



We extend the season's greetings and wish you and those whose happiness is yours a full measure of Christmas joy and success for the New Year

—from the makers of

CLARKE'S

A. R. Clarke & Company Limited; Toronto, Montreal, Quebec.

Patent Leather
in
Quality and Quantity

It is not always that Quality and Quantity production go hand-in-hand. Clarke's is the exception that proves the rule.

The explanation is Simple

Clarke's first created a demand through quality. That demand has made Clarke's not only the largest producers of patent leather in the British Empire, but one of the greatest organizations of its kind in the world, simply because we have never compromised the quality of our product.

A. R. Clarke & Co. Limited

MONTREAL - TORONTO - VANCOUVER - QUEBEC

Uncle Zeb says---

"Merry Christmas"

"---and may the skin of a gooseberry be always big enough to be an umbrella for your troubles"

1921
—
1922

United Last Company Limited

Montreal, P. Q.

"The Wear is There"

HERE'S HOPING

—Your Christmas Turkey will not be as tough as Breithaupt Leather.

—This Christmas will be the happiest you have ever known.

—The coming year will bring you and yours health and prosperity aplenty.

The Breithaupt Leather Co.

Limited

Manufacturers of "The Standard of Canadian Sole Leather"

Sales Offices:

KITCHENER TORONTO VANCOUVER MONTREAL QUEBEC

Tanneries at:

PENETANG HASTINGS KITCHENER WOODSTOCK BURK'S FALLS

Display Fixtures That Sell Shoes

BEAUTIFUL ADAM and POMPEIAN DESIGNS

FINISHED IN OLD IVORY OR ROMAN GOLD.

These Clatworthy Fixtures make possible the displaying of your shoes to the best possible advantage, and improve the appearance and character of your store. They are a sales help you should not be without.

NEW ILLUSTRATED CATALOGUE GLADLY SENT ON REQUEST

CLATWORTHY & SON, LIMITED

TORONTO REPRESENTATIVES: **CANADA**

MONTREAL, E. O. Barette & Co., 301 St. James St. VANCOUVER, M. E. Hatt & Co., 318 Homer St.
QUEBEC, Nap. Debigare, 205 Des Fosses St. WINNIPEG, S. J. Barley, General Delivery.

Becoming Footwear for the Little Miss

HERE is a range of Juveniles that somehow never fails to attract attention and produce results. Particularly has this been true since people tightened their purse strings and began buying with some degree of prudence. For more than anything else, "Eclipse" shoes are known to be economical.

We might also go on to tell of their charming style and excellent workmanship, but only a personal inspection could do them justice in these respects. And so we invite you to write us for samples. We'll send them immediately upon receiving your request.

The Galt Shoe Co., Ltd.

Galt - Ontario

Manufacturers of Growing Girls', Youths', Little Gents', Misses', Children's and Infants' Shoes.

To wish you the Compliments of the Season and every success during 1922.

"Hewetson" Advertising

Will Help Wide Awake Dealers in 1922

The "Hewetson" Advertising Campaign to the Consumer will make known the good points of

The "Hewetson" Shoe

for Children

CANADIAN mothers and fathers will learn about the True-to-Nature Last, the Solid Leather Quality, the comfortable and durable Oak Bend Soles, the Cushion Insole of Felt and other features that make the "Hewetson" the ideal shoe for children.

To tie your store up to our national advertising—to share in the prestige and goodwill it will create—to cash in on the demand it will produce—it will be necessary for you to stock our shoes with **the "Hewetson" name stamped on the sole.**

Our advertising will tell the consumer to **look on the sole for the "Hewetson" name.**

You should experience no difficulty in buying our shoes bearing the "Hewetson" name.

Sold by Jobbers Only

The sale of the "Hewetson" Shoe is not confined to one jobber. Jobbers all over Canada handle our line. They realize the advantage of handling a nationally advertised product, and have promised co-operation.

By ordering from the jobber serving your territory, you are assured reasonably rapid deliveries of the "Hewetson" Shoe. You can quickly replenish your stocks of sizes and styles that are running low.

Smaller Stocks. Quicker Turn-overs

You will not have to carry as heavy stocks or tie up as much capital as you would if you had to order the "Hewetson" Shoe from some distant point. You will not have to miss sales through being out of sizes, due to delays from long-distance shipping. You will be able to make frequent turn-overs and quick profits on the "Hewetson" line.

Place your order now for the "Hewetson" Shoe with the name **"Hewetson"** stamped on **the sole.** Remember: Our advertising to the consumer starts with 1922.

The "Hewetson" Welt (Made at Brampton.) Baby Welts with Velvet Soles in sizes 2 to 5. Children's Welts with Oak Bend Soles in sizes 4 to 11, in all leathers.

The "Hewetson" Pla Shu (Made at Acton.) A full range from Infants' to Misses', including Barefoots, Sport Oxfords, Slippers and Jockey Boots.

J. W. Hewetson Co., Limited

"Shoemakers to Children"

Brampton, Ont., *and* **Acton, Ont.**

The Hector Shoe Company thanks you for the past year's patronage, and takes this opportunity to convey to each and all

The Compliments
of the
Season
with
Health and Prosperity
for
1922

HECTOR SHOE CO. - MONTREAL
331 Demontigny St. East
S. Desrochers :-: F. X. Leblanc

FRANK SLATER
Strider
REGISTERED
SHOE

ESTABLISHED 1903

MEN'S & WOMEN'S WELTS

For the Better Trade

The lines shown are just two of the 40 others carried in stock

CATALOGUE AND PRICE LIST

It's your own fault if you haven't got it! A post-card will bring you a complete list of our lines together with prices

Write us to day

Eagle Shoe Co., Limited

587 Beaudry Street, Montreal

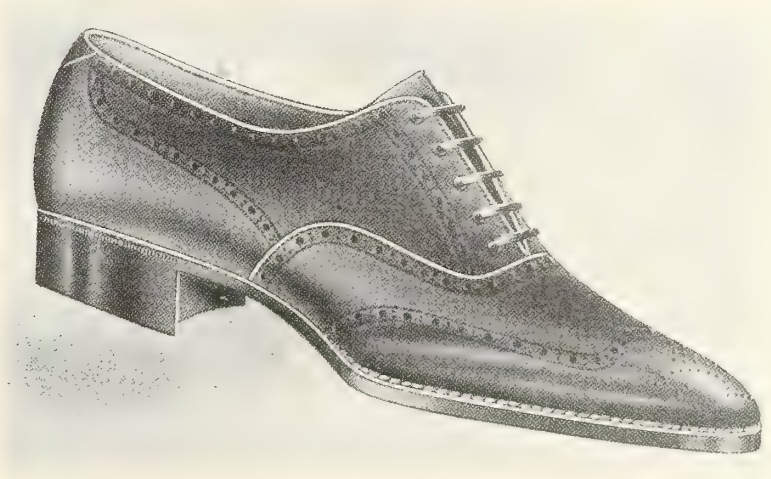
Strider
REGISTERED

By Every Standard of Comparison "STRIDER SHOES" are better

No. 5003 Women's tan calf Bal C & D widths. Sizes 2 1-2 to 7. Same in black kid. Price $5.90

No. 6003 Men's Black Vici Kid C width 5-10, D width 6-11 Price $6.75

No. 1 grade. All solid leather.



This popular woman's sport model is carried in black and colored calf. Its imitation wing tip is in line with the newer ideas. Goodyear.

"Give the Public what they want" is good advice for the man who seeks sales. It is just here that Ames Holden McCready can serve the retailer by supplying him with merchandise of stability. And the essentials of good style are never lacking in the most saleable of footwear. Our product has proven that.

Ames Holden McCready representatives are now in the field with the class of goods the public want.

Sales Warehouses at

AHM System

St.John,
Halifax,
Quebec
St. Hyacinthe,
Montreal,
Ottawa,
Toronto,
Kitchener,
London
Winnipeg,
Regina,
Saskatoon,
Edmonton,
Calgary,
Vancouver.

AMES HOLDEN McCREADY, LIMITED

Head Office **MONTREAL, P. Q.**

IT gives us the greatest of pleasure to wish our many friends in the trade the Compliments of the Season and to thank them for their esteemed patronage.

We look forward to 1922 with confidence that "Yamaska" will hold the friendships it has made, and, perhaps, form many new ones.

La Compagnie

J. A. & M.

YAMASKA

Try

for 1922 Sales

A Special "*Sports*" Line—

—Sporting Bal
—Brown and Black Elk
—English Kip
—Tan Grain
—Pearl Ooze Split

COTE

St. Hyacinthe, Quebec

WE desire to extend to our many friends in the trade hearty Christmas Greetings and the sincere wish that the New Year will hold for them and theirs health, happiness and prosperity.

We also wish to take this opportunity of thanking them for their kind co-operation and patronage extended us in the past, and we look forward with pleasure to enjoying their continued confidence and again serving them during 1922.

DAVIES
FOOTWEAR
CO. LIMITED
TORONTO

CHRISTMAS 1921

In Stock

YORK
YORK SHOE
COMPANY LIMITED
110 WELLINGTON ST WEST
TORONTO

In Stock

READY FOR SHIPMENT

No. 31—Men's Gun Metal Calf Blu., ½ D, Sole Welt, 1-inch Heel. D-E, 5½/10,

No. 32—Same in Mah. Calf,

No. 19—Gun Metal Calf Blu., Single Sole,

No. 20—Same in Mah. Calf, Single Sole,

No. 254—Women's Tan Calf, One Strap Welt, 10/8 Heel. C-D, 2½/7½ Special price 15-pair lots.

No. 255—Same except Gun Metal. Special price 15-pair lots.

No. 1250— Women's Black Kid One Strap, 12/8, Cuban Heel Turn. C-D, 2½/7, Special price 12-pair lots only.

No. 1257— Women's Black Kid Lace Oxford, same last as **1250**—special price 12 pair lots.

No. 2006—Misses' Tan Calf H.C. Bal. McKay 11/2

No. 2106—Childs, 8/10½,

No. 2007—Misses', same in Gun Metal Calf.

No. 2107—Child's, same in Gun Metal Calf.

No. 203— Women's Black Kid 8-inch Bal., Rubber Top, 11/8 Cuban Heel, Welt. D.

No. 250—Same except in Lace Oxford, D, 2½/8,

No. 204—Cushion Insole Med. Round Toe Lace

No. 205—Cushion Insole Med. Round Toe Button

No. 14—Men's Gun Metal Calf, Welt, Single Sole, C-D, 5½/11,

No. 15—Same in Mahogany Calf,

No. 23—Men's Black Kid Bal., Single Sole Welt, London Toe, 1-inch Heel. Straight Last. D, 5½/10½,

No. 35—Same in Tan Kid.

No. 24—In Black Kid D-E 5½/10 Belgian Last.

No. 27—Men's Gun Metal Calf Bal., ½ D Sole Welt, 1-inch Heel C-D, 5½/10½,

No. 28—Same in Mah. Calf.

No. 10—Same in Gun Metal Calf, Single Sole.

No. 11—Same in Mah. Calf, Single Sole.

=The Specialty Shoe House=

Tan calf semi-brogue oxford. Brogue last. Medallion tip. Heavy single sole.

A New Shoe, and an Old Wish

The Shoe. A Talbot of latest design; one that promises to be exceedingly popular for Spring and therefore worthy of every retailer's consideration at this time. We shall be pleased to send you full details.

The wish. "That you will enjoy a very merry Christmas and a New Year replete with Health, Happiness and Business Success.

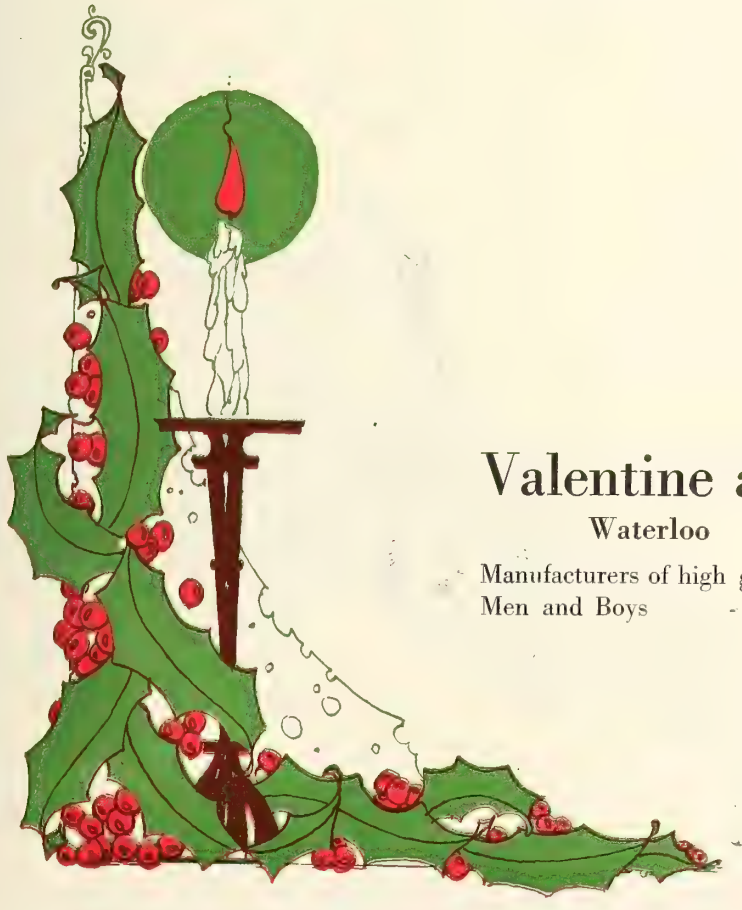
TALBOT SHOE COMPANY LIMITED

ST. THOMAS ONTARIO

Seasonable Greetings to the Trade from Valentine & Martin Ltd.

MAY we take this opportunity of thanking you for the business you have given us during the year just coming to a close, and to extend to one and all the compliments of the season and every good Wish for the New Year.

For our part we believe 1922 holds a fair amount of success for all who are willing to go after it. Why not let us try?



Valentine and Martin Ltd.

Waterloo - Ontario

Manufacturers of high grade Goodyear Welt Staples for Men and Boys

TO our business friends we extend heartiest Christmas Greetings. We hope your New Year will be full of prosperity.

Tred-Rite shoes have been a tremendous success in 1921. It is the loyal co-operation of the trade that has made them so. We desire to make known our appreciation to you who, by your loyal support, have enabled us to make Tred-Rite shoes what they are today.

The Tred-Rite Shoe Company, Ltd.

Otterville, Ontario

K·B· HARD SOLE FELTS
SOFT SOLE KUMFYS

A proof that solid merit and dependability makes itself known swiftly and surely is the reputation already attained by K. B. lines of Felt Shoes and Slippers as the Standard of High Grade Felt Footwear.

For the Retailer and the Jobber there is no safer guarantee than the tried and tested judgment of the thousands of satisfied K. B. Felt Shoe and Slipper Wearers.

Made by THE COBOURG FELT CO. *Sold by* THE LEADING SHOE JOBBERS

Can We Help You?

There may be certain articles which you cannot find in these advertising pages that you would like to have information on. Do not hesitate to use this form, no matter what it is. If we can be of any service to you in supplying that information, it will be a pleasure to do so. We want you to feel that Footwear in Canada is published in your interests, and we want to help you whenever we can.

INFORMATION WANTED

Footwear in Canada,
347 Adelaide St. West,
TORONTO.

Date.....19

Please tell me .....

.....

.....

Name .....

Address .....

SPAULDING'S
Fibre Counters
Guaranteed

True to Form because they conform to the shoe

There's no secret to the vast volume of SPAULDING'S Fibre Counters sold each year. Their superior quality, fit, and uniformity have made them leaders.

J. Spaulding & Sons Co., Inc.

Main Office and Factory
NORTH ROCHESTER, N. H.

Boston Office
203-B ALBANY BUILDING

PHILADELPHIA
John G. Traver & Co.
141-143 No. 4th St.

CINCINNATI
The Taylor-Poole Co.
410-412 E. 8th St.

ST. LOUIS
The Taylor-Poole Co.
1602 Locust St.

CHICAGO
J. E. D. McMechan & Co.
217 W. Lake St.

SEVEN FACTORIES
Tonawanda, N. Y.
No. Rochester, N. H.
Rochester, N. H.
Milton, N. H.
Townsend Harbor, Mass.

English Agents: J. Whitehead & Co., Ltd., Leicester, England.

Canadian Agents
International Supply Co., Kitchener, Ontario, and Quebec City **V. Champigny, Montreal**

SPAULDING'S
OAK TAN
FIBRE INNERSOLING

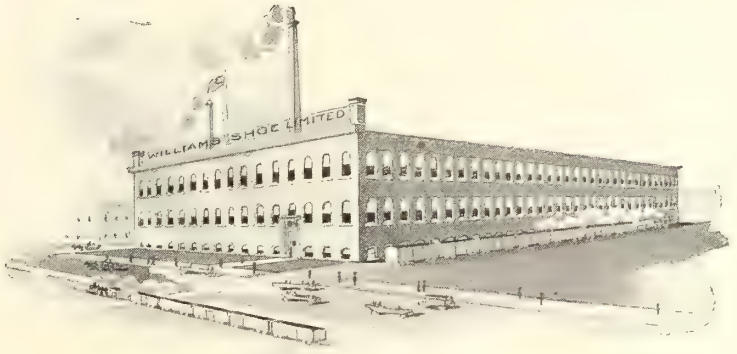
The
Miner Rubber Company Limited
Montreal - Ottawa - Quebec - Toronto

KINDLIEST Christmas greetings to our host of friends in the trade. We wish them the Compliments of the Season and every success in the New Year.

Our sincere thanks are also extended to all those who handled Miner footwear during the past twelve months. We shall do everything within our power to again merit their patronage during 1922.

Christmas 1921

AIRD & SON
REG.
MONTREAL



A Plant Where Quality Rules

This plant during the present year has received its full share of business, and we believe an earnest effort to produce a quality shoe at a fair price has been the real reason.

At the present time business in this plant is good and steadily getting better. The year just opening up will no doubt witness still further gains. You can share in this prosperity by linking up your store with the products of this plant. Our salesman would gladly call and submit samples and full details for your consideration.

We take this opportunity of thanking the trade for their many favors during the past year and extending to them the compliments of the season.

Williams Shoe Limited

Brampton, Ontario

Xmas '21

Success and Prosperity in the New Year

We extend every good wish to our many friends and customers at this festive season. We thank them for their splendid patronage and hope we may again serve them during 1922.

Any information concerning our new lines for the coming season will be gladly supplied by our nearest wholesaler.

Independent Rubber Co., Ltd.

Merritton - Ontario

The

Season's Greetings

from

J. E. Samson Enr.

Quebec City

GETTING after the business in 1922 will be ever so much easier if you are off to a good start with the right merchandise at the right price.

Past performance has shown that men who choose the Sampson line are the successful men.

Are you planning to handle Samson shoes in 1922 ?

The Christmas Season emphasizes the sales value of a good Hockey Boot. This model has been very popular indeed and a heavy seller during the last few months. Why not try a sample shipment ?

A Merry Christmas and all Good Wishes for the New Year

See these two Specials for Spring 1922

Men's Collis 17 Calf, Imitation Brogue Bal. Rubber Heels, Recede Toe.

Men's Oxford Chocolate Red, Imitation Brogue, French Last

DUPONT & FRERE

301 Aird Ave. Montreal

For Christmas
and
The Year 1922

We extend our Sincere Wish for
Joy, Health and Prosperity

Standard Welt Co. Ltd.

3 St. Alexander Street

MONTREAL : QUEBEC

DUFRESNE
AND LOCKE
LIMITED
MONTREAL - P. Q.

Manufacturers of fine staples since 1896

MAY we take this opportunity of extending to every member of the trade the Compliments of the Season and all good wishes for the New Year? It is indeed a pleasure for us to do so.

We also desire to thank our many customers for their valued patronage and to hope we may again be at their service during 1922.

What of 1922?

HAVE you placed your orders yet for next season—in the more staple lines? If not, we strongly advise quick action in order to avoid possible disappointment when the goods are needed.

The fact is, most merchants' stocks are comparatively low, while few factories have enough on hand to meet an emergency.

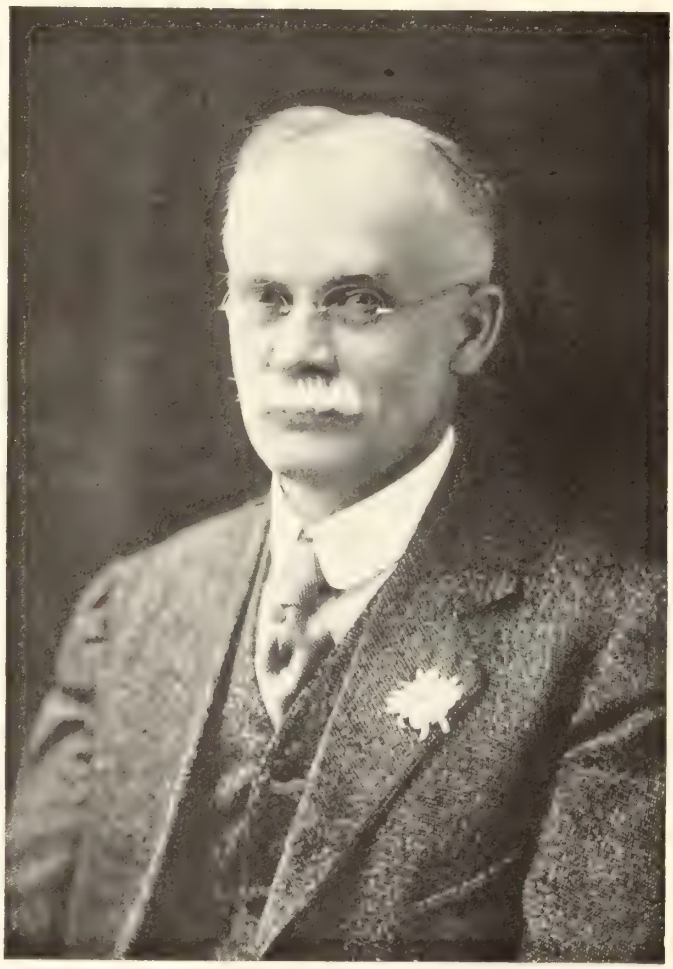
You do not want to be caught with empty shelves when the season opens, so why not let us have your orders now? We are certain we can satisfy you on the question of price.

Dufresne & Locke
Limited
Montreal - Que.

THE BEST *Everyday* SHOE

T S

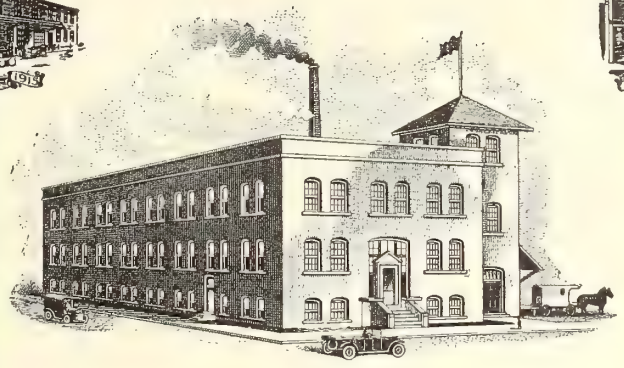
Greetings to the Trade



from—

T. SISMAN

THE
T. SISMAN SHOE COMPANY
LIMITED
AURORA ONTARIO



Yuletide Greetings

We extend to all members of the Trade, our sincere wishes for a joyous Christmas, and we trust that we may co-operate to make 1922 a bigger, brighter year than ever before.

A. A. Cote & Son, Limited, will endeavour to supply you with merchandise for the coming year's business which will excell in salability anything they have previously put on the market.

A. A. COTE & SON Limited

St. Hyacinthe, Que.

We take this opportunity
to wish
our many friends
in the trade
A Merry Christmas
and
A Happy and
Prosperous New Year

THE METROPOLITAN SHOE CO.
91 ST. PAUL ST., - MONTREAL
Branch of Daoust, Lalonde & Co. Ltd., Montreal

516½—Black Patent, 2 button, one strap Imit. Ball Strap, flexible McKay Baby Louis heel.

That you will celebrate the happiest Christmastide you have ever known and that the coming year will bring to you and yours a full measure of health, happiness and prosperity, is the sincere wish of

DAOUST, LALONDE & CO., LIMITED

MONTREAL, QUE.

Makers of Men's Welts and Women's Turns and McKays.

OWENS-ELMES

This season of mistletoe and passion flowers finds the O. & E. girl with Grecian slippers in gold figured brocade. From her wardrobe you can pick the most exclusive designs for evening wear the year 'round.

TORONTO CANADA

Footwear in Canada

A National Journal of its Findings, Making and Sale, with a quality circulation—every reader a possible buyer.

Published Monthly.

HUGH C. MACLEAN PUBLICATIONS
LIMITED
THOMAS S. YOUNG, Managing Director

HEAD OFFICE - 347 Adelaide Street West, TORONTO
Telephone A. 2700

MONTREAL		119 Board of Trade Bldg.
WINNIPEG		Electric Ry. Chambers
VANCOUVER		Winch Building
NEW YORK		296 Broadway
CHICAGO		Room 803, 63 E. Adams St.
LONDON, ENG.		16 Regent Street S. W.

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Single copies 15 cents.

Vol. 11 **December, 1921** **No. 12**

An Opportunity for Helpful Propaganda Regarding Shoe Trade

The Medical Health Department of the city of Toronto has been making an investigation into the cost of living and the shoe business, for once, seems to be getting a little fair and favorable publicity. In one report the Medical Officer of health stated that the prices of boots and shoes had been reduced an average of 33-⅓ per cent. and on some lines as much as 50 per cent. In another, he made the following statement:

"From the report of this investigation, which shows that ten representative retail shoe merchants within the city have made an average reduction of 24.2 per cent. on the price of their goods to the public, and that one wholesaler, one jobber, and one manufacturer, show an average decrease in the price of their goods to the retailer of 22.6 per cent., it would appear as if the public were getting a fairly square deal, and that the retailer is working on a lower scale of profit, with hopes of a greater turnover than formerly. The majority claim to have been caught with large stocks on hand when the drop came, which entailed a number of them considerable loss, as the old stock had to be marked at replacement value."

It is gratifying that a committee appointed by a public body should at least admit that "the public is getting a fairly square deal" from the shoe retailers. There is matter here for some effective propaganda to cultivate a favorable attitude toward the shoe trade, and we think the retailers would do well to take advantage of the opportunity, both individually and through their organization.

"Business is Business"

"Business is Business." It is a sinister phrase—dangerous not because of what it says, but of what it leaves unsaid. There is a subtle inference that life can be divided up and partitioned off—that it can be lived in compartments—one for business, another for activities of the home, another for social interests, another for religious duties, and so on.

But life is not brick and mortar affair that one can build in so many sections. Rather is it a stream, a fluid thing, of which all parts mingle and flow together. If filth is poured into it, then all of it is polluted. What it receives it dissolves and assimilates as part of itself.

A man may fool himself that he can deal crookedly with his enemies and still be an honest man to his friends. He may imagine that charities and philanthropies, and perhaps a deaconship in the church, will counterbalance a compromise with his conscience in business transactions. It's a delusion and a snare. Partial integrity, is no integrity.

There's a story told of a curate who when he went to visit the bishop of the Diocese was given an egg for breakfast. A certain hesitancy in his manner indicated that all was not well with the contents. His modesty prevented him from making any comment, however, until the bishop, observing the slowness of his progress, enquired whether the egg was alright. "Oh! Yes, Sir! Very good Sir! In spots!" was the curate's somewhat equivocal reply.

A man's character may be compared to an egg. If it's only honest "in spots," well—it's not very savoury.

Shelf Numbering System Increases Efficiency of Extra Men

What do you think of this scheme for increasing the efficiency of extra men? The different sections of shelving are numbered with metal plates, and the clerk is supplied with a card showing where the various styles of shoes are to be found, according to these numbers. For instance, he wants to locate a man's Russia calf brogue oxford; he consults his card and finds it is listed 28B. The number 28 indicates the section, and the "B" indicates that it is to be found between the tenth shelf and the ceiling. The sections on the right hand side of the store are all numbered even, and on the left in odd numbers. "A" means the first ten shelves, and "B" means from the eleventh shelf to the top.

—Good wishes from the staff of "FOOTWEAR"

No Foreign Brands to Appear on Canadian-made Footwear

The executive committee of the Shoe Manufacturers' Association of Canada has authorized the statement that as a result largely of the efforts of the association and the loyal co-operation of its members, the branding of Canadian-made footwear with names suggestive of United States manufacture has been discontinued almost entirely.

"This regrettable practice was forced upon the manufacturers some years ago by the prejudice in favor of imported footwear and keen competion for business," the statement continues. "At that time it was exceedingly difficult to sell women's fine shoes of Canadian manufacture if the purchaser knew that they were made in this country. This condition gradually has been changed, as the public has come to realize that Canadian-made shoes of excellent quality are obtainable at prices substantially lower than those of imported footwear of similar grades. Fine Canadian-made shoes can now be sold on their merits and represent the best possible values.

"More than a year ago the Shoe Manufacturers' Association of Canada took a strong stand against the use on footwear of brands which might be misleading as to the country of manufacture. As a result, the old dies have been scrapped and some of the finest footwear produced on this continent or anywhere in the world is now made in Canada and is being so marked. Not a few of the members of this Association have refused orders calling for the use of the old stamp or markings and have lost trade rather than return to the former practice."

Ontario's Lieutenant Governor Pays Tribute to Value of Canada's Business Newspapers

Ontario's Lieutenant Governor, Col. Henry Cockshutt, himself an outstanding success as a business man, paid an understanding tribute to the business newspapers of Canada when, speaking at a luncheon in connection with the annual meeting of the National Newspapers and Periodicals Association at the King Edward Hotel, Toronto, on Thursday, Nov. 10, he said: "I am especially glad to be with you today because I believe that the influence of the business press will be one of the most important factors in re-establishing business conditions in Canada on a safe and sane basis. I make a distinction between the business newspapers and the daily press because I believe that your papers—the business newspapers of Canada—exert a greater influence than the daily press because of the greater confidence your readers have in them. People read the daily newspapers to keep abreast of the general news of the day. They are interested in what is happening around them and they read to satisfy their desire for excitement or interest or entertainment. What they read in the daily newspapers today is forgotten tomorrow.

"But this is not the case with the business newspapers. Business men need the service of these papers in the conduct of their everyday business life. I have noted that they usually have a business paper or two in their pocket when they go home Saturday night. I do not say that they read them on Sunday, that I do not know, but I do know that they study them carefully, and that a great number of your readers will come to their business on Monday morning with some clipping from your paper in their pockets. They will say to their associates, 'this is the situation,' I can show it to you in this clipping. For that reason gentleman, I say that yours is the greater obligation, because you are leaders, because you are helping to build up the business fabric of the country.

"You should be very careful that everything that appears in your columns bears the imprint of the truth. You must be sure that the news you give is correct beyond question, because there are thousands of your readers ready to set their business course by the name and advice you give them.

"I am familiar with a good many of your publications, and I can personally attest to their high character. It is of vital importance that this high character should be maintained, and that no effort should be spared to give in your columns the maximum of service.

In these days when there is disorganization, dissension, disruption in all walks—business, politics and religion, there is a great place for the business paper to bring out more complete information, to assist in making us all realize we must work for a common cause, the upbuilding of your country.

"The business men of this country need your assistance. They are looking to you for information and advice, and are expecting it. On your shoulders, therefore, perhaps more than on the shoulders of any other single agency, rests the obligation to meet the needs of these trying days, with a sane and sound presentation of the case as it exists at the present time, a presentation free from private bias, or the desire to serve a popular demand.

"You can, and I believe will, be one of the largest factors in helping to bring about a satisfactory readjustment of the business conditions of this country."

Take a Mental Inventory

The New Year is a good time to take a mental inventory. One has to be honest with oneself once in a while, else Dr. Economic Law, or our old friend Competition, will make it their business to open a man's eyes some day, suddenly and unpleasantly. It's a good thing at least to know where one stands, then he can hit out in the right direction. Ignorance, may be bliss, for a very short time, and wisdom may make a man see that he's been a fool. Still it's better to be wise. And wisdom largely consists in knowing where you've failed.

Therefore, we say, take a mental inventory. A business reflects the mental efficiency of the man who runs it. Its defects are his neglects. Its stagnation is his inertia. The things you meant to do, but didn't, are the canker that strikes at the root of your enterprise. What about that improved system of stock records you intend to install, and didn't? What about the programme of advertising you intended to work out, and didn't? What about the monthly staff conference, you were going to initiate, and didn't? What about the new ideas you were going to introduce in your window displays, and didn't?

Be honest with yourself. Go right on down the list of your good intentions still-born in 1921 and determine that you shall be guilty of no mental miscarriages in 1922.

The Outcome of the Printers' Strike

It is now six months since the publishers of "Footwear in Canada" and the majority of other publishers and commercial printers in Toronto went to the mat, so to speak, with the International Typographical Union. Frequent inquiries having been made by our readers as to the situation, it may not be amiss to review the various phases of the strike up to this date.

The Typographical Union may be said to be the Union de Luxe. The railroad labor organizations fade into insignificance when compared with this clever aggregation of United States officials which has endeavored to control the printing art. Yet their very strength proved their undoing. More men can stand up against adversity than against prosperity. So it would seem to be in respect to unionism. Arbitrary demands followed—virtually a closed shop, where no man could work peacefully unless a member of the union, the foreman controlled by the union, priority laws in respect to employment, etc. The wage demand was $44.00 for 44 hours —an increase in pay, a reduction in working hours, the combined factors making an increase of 36 per cent. in cost of production, which we were expected to pass on to our advertisers and subscribers. We refused to agree to their demands. What we will call Scene One closed with every man in our plant walking out on June 1st.

In the intermission, please read the following :

In the Book of Laws of the International Typographical Union, in effect January 1st, 1921, appears the obligation for members :

"Article 12, Sec. 1 : All subordinate unions shall have an article in their constitution which shall read as follows : '.....that my fidelity to the union and duty to the members thereof shall in no sense be interfered with by any allegiance that I may now or hereafter owe to any other organization, social, political, or religious, secret or otherwise.....To all of which I pledge my most sacred honor.'"

The opening of the Second Scene found the men on the streets, picketing the plants, a few, perhaps, downcast because forced out by their Indianapolis officials, but the big majority of them beaming with contentment and decidedly "chesty" because of the assured victory in a few days, or a few weeks at most. And why not ? For, through the practice of closed shop rules, non-union compositors in Toronto were almost non-existent. But they overlooked at least three important points—the injustice of their cause; the moral influence against them when they attempted to show that "Might is Right," and the determination of the employers to conduct "open shop" in future. The first few weeks were strenuous. Getting a new organization together was a slow process. Our publications suffered to some extent, but our readers and advertisers everywhere gave commendation for the stand taken. The office staff turned in; some printers were procured from outside ; a few of the locals drifted back to their positions, and intensive training of apprentices was inaugurated. The employers, at a large expense, equipped a school for compositors and it was not long before they began to benefit by the product of this school. New pupils were sent to the school as rapidly as graduations were made therefrom, with the result that, without the assistance of the compositors who went out on strike, the 48-hour plants in Toronto are almost back to normal.

The tragedy occurs in the Third Scene, which is the present-day situation. The Indianapolis organization called out on June 1st something over 700 compositors from the Toronto employers who refused to grant their demands. To-day there are at work in the 48-hour "open shops" 604 compositors, and each day the number continues to grow. These shops represent about 80 per cent. of the total production of printing in the city. To these men permanent employment has been guaranteed as long as they perform satisfactory service. What, then, of the strikers ? Several hundred craftsmen out of employment and only a few positions at best. Misled by their leaders, living on day-to-day promises that the strike was about to end, encouraged by occasional bonuses to strengthen their morale, the rank and file have been kept in the dark as to the true situation. As the curtain drops, what do we find ? The "open shop" firmly established in the printing industry in Toronto ; the employers able to take care of their work ; the veil lifted from the eyes of the strikers, and the weaknesses of autocratic leadership revealed in a positive but painful manner. The Winter before the men and no work.

The fight of the publishers and employing printers in Toronto has been a fight for principles, a fight against arbitrary rule, a fight for right. It should encourage employers generally to stand out for the "open shop," which in substance means the right of every man to be permitted to work regardless of union affiliations.

Throughout the strike "Footwear in Canada" and other Hugh C. MacLean publications have appeared regularly, and, with the exception of some slight interruption at the outset, on time. Not an issue has been missed. The publishers are very grateful for the courtesies and consideration extended during this period.

The Public Needs Education Regarding Shoes and the Shoe Trade

There are still some queer ideas extant regarding the shoe industry, and there is evident in the agricultural element of the community a feeling that the manufacturers are putting something over them. Putting it plainly, the walking population of this country stands in need of education, and both manufacturers and retailers should unite in an effort to clarify their ideas about footwear manufacture and footwear prices.

Consider, for example, the following letter and copy of resolution received by "Footwear in Canada. from H. Higgenbotham, provincial secretary of the United Farmers of Alberta:

Calgary, Alta. November 4th.,1921

Editor, Footwear in Canada,

I enclose herewith copy of resolution passed by the Nisbet Local of the U. F. A. No. 925, Mrs. A.M. Nisbet, Secretary, Nisbet P. O., Alberta.

You will no doubt be interested to see the interest being taken by farmers in the quality and construction of shoes, as indicated by this resolution.

The resolution has been referred to the Central Office of the U. F. A. for action, and it occurred to us that it would be best to refer this to the Shoe Manufacturers' Organization, and we would be glad if you would kindly turn the matter over to that organization.

Would you also kindly send us the name and address of the Secretary of the Shoe Manufacturers' Association for Canada, in order that we may take up such matters direct with them in future.

Thanking you for your co-operation in this matter.

Yours very truly,
H. Higginbotham
Provincial Secretary.

Resolution passed by Nesbit Local U. F. A. No. 925.

Resolved :—

"Whereas, it being the practice of shoe manufacturers to use shoddy materials, particularly for insoles, slip soles, and counters in the manufacture of shoes, and,

"Whereas, the public buy these products expecting them to contain solid leather with the result that when the shoes get wet the insoles spread and the counters fall, and the shoe loses its shape and becomes practically useless,

"Therefore, be it resolved, that this Local U. F. A. condemns the practice, and would have this matter brought before the proper authorities with a view to having the manufacturers of shoes state on the article for sale whether shoddy material has been used in its construction."

The body of men and women by whom this resolution was passed were evidently laboring under the delusion that unless a shoe is "all leather" it cannot be a good shoe. What does it matter what a shoe be made of, so long as it gives comfort, satisfaction and wear? Leather is indubitably the only suitable material for the upper of a shoe for ordinary wear; and while it has competitors for a place on the sole, it is in no serious danger of being displaced. But for other parts of the shoe, such as the counter, fibre has come into a place of prominence and is widely used. Is fibre a satisfactory material for a shoe counter? Again it's a question of quality. There are fibre counters and fibre counters. A well-made fibre counter is undoubtedly superior to a poor leather one. And the service any counter will give is largely dependent upon the care given the shoe. If one treats a shoe with ordinary care, a good fibre counter will give good service.

The folk who mabe the above complaint cannot expect to obtain for $4.00, or less, a shoe that exemplifies the best in workmanship and materials, and one that will stand up under any kind of use, or abuse, they care to give it. They say that "when a shoe gets wet the insoles spread and the counters fall, and the shoe loses its shape and becomes practically useless." The average Canadian-made staple shoe will not develop these defects except it is exposed to so much dampness that it continually gets saturated. The ordinary shoe, whether it be half leather or all leather, cannot stand up under the deteriorating effects of alternate saturation and drying before a hot fire. If a man is going to be continually slopping through wet and mud, the boot for his purpose is the type that is supplied to lumbermen, prospectors, fishermen, etc.

As a matter of fact, the average workman, and we believe the average farmer, too, takes very little care of his shoes. If he uses a shoe dressing on them, it is only a very irregular and infrequent intervals, with the result that the leather loses it natural oils and becomes stiff and hard and finally cracks or rots. If shoes are going to be exposed to moisture to any extent they should either be protected with rubber overshoes or be well greased or oiled. When they have become soaked with mud, so that they cannot be readily brushed clean, they should be thoroughly cleansed with warm water and, while the pores of the leather are still open, swabbed with linseed oil or castor oil. The castor oil is suitable for the finer classes of shoes, and does not prevent shining the shoe once it has dried out somewhat—provided it has not been used too lavishly.

Another sin which people commit against their footwear is to allow it to go too long without repairs. If the heel, for instance, is allowed to wear down on the outside until the centre of gravity of the foot is changed, an undue strain is put on the counter.

We feel quite sure that if people would use reasonable care with their shoes and not subject them to continual abuse, as is too often the case, they would find little or no reason to complain of the wearing qualities of any staple shoe made by a reputable Canadian manufacturer. At least they will secure none better by importing them.

Something new in the shape of window equipment is show card frames of matboard. These frames are made in attractive designs and set off a show card to good advantage. A plain card can of course be used to much better advantage in this way than it could be otherwise.

This is a general view of Mr. Ludger Bastien's tannery at Lorette which conveys some idea of the picturesque environment of the industry. The yard on the right is set aside for racks of skins undergoing the bleaching process. Of unique interest are the dog teams—the time-honored method of getting home quickly used by the workers. A 75-lb. dog will draw a 50-lb. cart and a 150-lb. man at the rate of five miles an hour. Some sensation such a method of transportation would cause if it were seen at Peel and St. Catherine Streets, Montreal, or at King and Yonge Streets, Toronto!

Moccasin and Indian Slipper Industry at Lorette, Que.

Ten miles from Old Quebec there is a picturesque French-Indian village of some three thousand people, where the main industry is the tanning and making of moccasins and Indian slippers. The story of this industry, the foundation of which was laid many generations ago, is told in the accompanying text and photos

By the Montreal Editor of "Footwear-In-Canada".

Quebec City and its environs are noted for their picturesque charm and romantic appeal. Most visitors to the Ancient Capital, however, stick too closely to the guide books. They consider that they have "done Quebec" after surveying the stately St. Lawrence from the Citadel heights, making their round of the narrow streets, old buildings, churches and statues, and paying a visit to the Kent House, Montmorency Falls, and the shrine of Ste. Anne de Beaupre. Such of these visitors as may be identified with the important industry which this journal represents, little know that they have missed an attraction of unique interest and charm in the moccasin and Indian slipper industry conducted at the village of Indian Lorette.

The writer had the pleasure of making this trip recently in the company of Mr. R. F. Lindsay, Manager of the well-known firm of Messrs. Holt, Renfrew & Company, Limited, who have a large factory at Indian Lorette.

The road by motor is through a winding stretch of picturesque country. Lorette itself is only ten

The moccasin and Indian slipper industry at Lorette. This is a corner of the tannery operated by Mr. Ludger Bastien. It was here that the Montreal representative of "Footwear-in-Canada" recently watched the processes of the softening drums and stretching machines.

miles from old Quebec, but it lives within a little world of its own—in an atmosphere which still retains the breath of the old habitant-Indian life of generations ago.

Moccasin Industry Has Historic Associations

The population of Indian Lorette is engaged practically exclusively in tanning and making moccasins, Indian slippers, snow-shoes, and gloves. The industry is a survival of the times when the Hurons were driven inland by the Iroquois and Algonquins and the French Governor of New France set aside an Indian Reservation at Ancient Lorette and placed the Hurons under the protection of the French Crown. Times have advanced and the races fused; while that which was originally a primitive pursuit in which the Indians engaged for their own comfort and clothing, has developed, under skilled guidance, into a branch of manufacture which, year by year, grows in importance and popularity.

The views shown herewith are presented by the kind co-operation of Messrs. Holt, Renfrew & Company, Limited, of Quebec City, and serve to illustrate the manufacture of moccasins and Indian slippers. From beginning to end—from raw undressed elk skin to the dainty, finished slipper, or moccasin—this industry is most interesting.

Elk And Deer Skins Serve As Raw Materials

Large quantities of elk skins brought from the the far places of the earth are used for the leather. These skins come from China, Siam, and India. Some Mexican deer are also used, while a ready market is found for all the Canadian deer and moose skins that can be secured. Passing through the tannery you see these skins in the various stages of the dressing process,—an "Indian tan", in which no chemicals are used; you see the skins soaking in the waters of the Lorette River—which runs underneath the tannery; you see how the grain is taken off by hand,—large sharp scrapers being used. Finally you see the skins hung out in the open air to dry on clothes lines,—thousands at a time. Incidentally, the Lorette River aforesaid originates in the beautiful Lake St. Charles and loses part of its volume in giving Quebec City its supply of water.

This is the Holt Renfrew factory at Lorette, where, under skilled guidance, the Habitant-Indian now pursues the calling of his fathers—and of his fathers' fathers. This little picture will grow upon you. It shows a well-lighted cosy little building which has an individuality all its own. The brick addition on the left is the skin vault. The old apple tree is there—and so are the bee-hives!

The finest selected skins used for making "jack buck," are given an oil dressing, which gives the leather a softer and thicker finish. Finally, when the skins are dried, they are put into the "smoke house" where smoke from the fires on the floor cir-

Above we have an interior view of the Holt Renfrew factory which shows the first stage of the work—the cutting. This work is done by hand, as the leather used for Indian moccasins and slippers does not lend itself to die cutting.
In the inset photo is another interior view of the Holt Renfrew factory. This is the machine section. Here, women are seen sewing feet to uppers, and taping. This is the only part of the work done by machine. The pleating and beading of the moccasins and moccasin slippers are done at home—still carried on as a native industry. It is in this way that that the work retains the desired characteristic of real handicraft,—as compared with the machine-made precision and commercial appearance of the factory article.

A picture of real home comfort, isn't it? For cosiness, you can't beat the moccasin. And there's some genuine art in this Indian workmanship, too, isn't there? Look at the three examples shown inset. The kiddies' moccasins, in the centre, are made in white, pink, and blue, fur edged, and are wool-lined. On the left is a pair in gray horse, pure wool lined, with beaded front and sides, and fringed. The moccasins on the right are also in gray horse and are lamb lined, with high top and fur edge.

culates through them and gives them an even, soft color.

This plant is the only one of its kind in Canada—of the Indian tanning variety—that can handle large quantities of skins. It is operated by Mr. Ludger Bastien.

The factory of Messrs. Holt, Renfrew & Company, Limited, is the next step. Here you see quantities of skins, dressed and ready for use in the factory store room, awaiting their turn to pass on and be made into Indian moccasins and moccasin slippers.

The Indian Cutter At Work

The factory itself is conveniently laid out and is well lighted. The cutters—mostly of Indian blood—stand at wooden tables, cutting the skins by hand. They use galvanized iron patterns as guides, so that the finished articles will run evenly in size and shape. From the cutter each pair passes on to the pleaters and embroidery workers. This is a most interesting part of the process, it being done at the homes of the natives.

The toe-caps of the fancy moccasins are embroidered by hand with moose hair. The material used for this purpose is taken from the nape of the neck of the animal, where the hair is about six inches long—longer than on any other part of the body. The hair is dyed bright colors and is then worked into the attractive designs one sees on the toe-caps of the moccasins. The pleating is also a hand operation, this being done as the embroidered toe-cap is attached to the rest of the moccasin.

These features are the real characteristics of Indian handicraft and are not to be found in any machine-made articles.

The Indian moccasin slippers made in this factory are a most desirable and useful article. They are made from moose skin, horse hide, bear skin, seal skin, and sheep skin, lined with fur or soft fleecy linings, and trimmed in many cases with fur binding, with fancy beaded toe-caps. They lend themselves to a variety of combinations of trimmings and are not only attractive and distinctive, but are most useful for household wear.

Messrs. Holt, Renfrew & Company, produce many thousands of dozens of moccasins and slippers in this factory each year. The utmost care is taken in sizing and finishing the product, which is one of the few native hand-work industries not as yet replaced by machine-made substitutes.

Canada's Oldest Manufacturer of Indian Made Goods

Another Impression of Indian Lorette

The gentleman whose photograph we reproduce herewith is very closely identified the one and only trade of which this journal is the mouthpiece. He is Maurice Bastien, the oldest manufacturer in Canada of Indian-made goods—moccasins, Indian slippers, mitts, and snow-shoes. This snapshot was given to a representative of "Footwear-in-Canada" on the occasion of a recent visit to Lorette. Here we see Mr. Bastien in his proud office of Chief of the Hurons. That this office in indeed a proud and honorable one may be gathered from the fact that to Maurice Bastien and his forefathers there have come many valuable and interesting relics, among the most treasured of which may be mentioned medals presented by Louis the Fifteenth, George the Third, George the Fourth, Queen Victoria and other sovereigns, as well as a pair of silver armlets made especially to the order and for the express gift of the late King Edward.

In the romantic village of Indian Lorette—a picturesque place which has retained all the charm of the early French-Indian settlement—Maurice Bastien and his family live and thrive—and make the most wonderfully attractive Indian goods in the land!

Maurice Bastien, senior, is a native of Indian Lorette—and is its Big Chief. He is a successful business man, popular in his community, well-known in the Province, Government Agent of the Local reserve, ex-Chief of the Hurons, and the proprietor of an extensive silver fox farm, where the "Footwear" representative saw some three hundred black silver beauties disporting themselves amidst the snows.

M. Maurice Bastien

Maurice, Senior, has a son—Maurice, Junior—who manages the firm of Bastien Brothers, identified with Maurice Bastien, Regd., established by Maurice the elder nearly fifty years ago.

The next time you are in Quebec, take a run out to Indian Lorette and ask Mr. Bastien to show you the most intimate and valued of his many relics,—a belt of that curious Indian money of bygone days, antedating even Jacques Cartier. The native name for it is "Wampum."

A New Footwear Firm

Samson Angus, Limited, 5 Jurors St., Montreal, is the title of the new firm that is making its debut in the footwear industry this month. The personnel of the firm consists of men who have had a varied and extensive experience in the boot and shoe trade. The president is J. E. Samson, of Quebec City, well-known to the trade as the maker of sporting footwear and specializing in hockey boots. The vice-president is A. R. Angus, late of the Miner Shoe Company, Limited. We understand the firm will carry a full range of men's, boys', women's, misses', and children's fine, medium and staple lines, together with the Samson sporting features.

E. Boutet, formerly of the Miner Shoe Companny, Limited, will cover the Maritime Provinces. J. C. Casselman, also of the Miner people, will handle Eastern Ontario, while O. A. Lachapelle and J. A. Fortin have been alloted Quebec Provice. The interests of the company in Western Canada are being taken care of by G. A. Armstrong, of Calgary, Alberta, who was formerly the Western representative for the Miner Shoe Company, Limited. The firm's travellers are now on the road for Spring placing. They report business as being fairly good and in some districts particularly so.

The offices and warehouse of the company cover a total area of 5,500 square feet and will afford ample floor space for the large stocks that the firm intend to carry. By the begining of the year the firm expect to be operating to capacity.

Here's a Good One

And we had it from an eye witness.

A British Tommy was bidding good-bye to his girl as she got on a London omnibus. Evidently they were going to be parted for some time, for he kissed her most tenderly before he helped her on board—an operation which was of course the cause of much interest and amusement among the passengers. One person, however, whose bearing and appearance indicated cockney extraction, eyed the proceedings with profound disgust, and as the lady who had attracted so much attention entered the bus, gave vent to her feelings in a voice audible to all. "I'd like to see any man akissing of me in public," she said, with the most cutting sarcasm. The other placed her arms akimbo and looked at her appraisingly, and quick as a flash came her sauve reply. "So would I, indeed. The only place you would get a mite would be in the institute for the blind."

Shoe Trade Conventions in January

According to present arrangements, the conventions of the shoe wholesalers' and shoe manufacturers' associations will be held during the same week in January. The Shoe Manufacturers' Association of Canada have decided to meet in Montreal, January 25 and 26, with an extra session on the 27th. if it is found necessary.

The two preceding days, Jan. 23 and 24, are the days suggested by the provisional executive of the National Wholesale Shoe Association in Montreal, and it is believed they will be considered convenient and satisfactory by the trade in general.

When using artificial flowers, be sure that they are in season. Don't use chrysanthemums in the spring or violets in the fall. It is the duty of artists in any line to follow nature.

Notes on the Trend of Footwear Fashions

Paris Never was Behind the Times

Despite the lengthened skirt, the Parisienne is just as interested as ever in footwear. She is still seeking cut-out patterns in her shoes for the street, and is inclined to favor the darker shades of leather. While patent continues to be used very freely in fanciful styles, kid is beginning to come into greater prominence, and buck and antelope are also seen in shoes of the more expensive type. Among the shades which are becoming most popular are Havana brown, dark blue and gray. Walking shoes with cross straps and buckles and flat soles take the place of the laced sports shoe.

In evening footwear there is much that is interesting. Lasts are getting longer and the sandal models are still popular. The buckle is strongly in favor as a decoration and it is generally set on a foundation of velvet contrasting in color with the material used in the shoe. For example, one may see a shoe in black and gold with a buckle on a base of red. Steel beading is another popular decorative agent, both on shoes and on gowns. Stitchings in brilliant colors are also much seen on shoes of patent or black satin. There is a tendency to get away from colors that merely match the costume and to introduce striking contrasts. One evidence of this new feeling is seen in the frequent use of heel coverings that sharply contrast with the shade of the upper.

Monkey fur is another novel trimming. It is sometimes seen outlining a large tongue, and colored to match the gown.

For formal evening wear, silver cloth is very much in evidence. There is, however, wide variety in taste, and makers are not limited in their selection. Black satin, fabrics to match the gown, brocades, etc., are all being quite widely used.

Madam Bob's Footwear Creations

At Madam Bob's, New York City, you pay $50 or more if you like, for a pair of—footwear creations—if you are a movie queen or a steel princess. It is therefore presumed that Madam Bob has some ideas on footwear fashion, and it should be interesting to examine one or two of her models. For instance, here's an evening slipper of velvet—the lady is using velvet fairly freely, it seems—in a dark but glowing sapphire shade, which will without doubt add grace when it embraces a dainty ankle, and at the same time enhance the flashing beauty of a gown of ornate brocade in corresponding color.

Then see a shoe of rose and silver brocade which might perchance be thought worthy to accompany Irene Castle to the dance. It provides a liberal display of stocking, being cut away so as to scarcely cover the heel. A strap around the ankle meets an instep strap of flesh satin, and these are clasped with a jeweled tassel. The Louis heel also has a covering of flesh satin.

Another model in black velvet with decorations in fine steel beading on quarter, toe and strap takes a prominent place as an example of the prevailing mode. Its strap has two buttons and is at ankle height.

We see also an ankle-strap model in scarlet satin, heeled with silver, and many other combinations of metallic cloths with delicate satins. Madame appears to have a penchant for silver cloth and uses it frequently to produce novel and interesting patterns.

U. S. Style Committee has a Hunch

The Style Committee of the N. S. R. A. recently issued a report on the footwear fashion situation. Here are some of the high lights:

It is believed that strap patterns will continue as the outstanding feature of women's styles in 1922.

The average length of women's vamp recommended is 3-⅝ inches—nothing over that.

Heels—Spanish and Louis to continue popular, but tendency is away from extreme. For the Louis 2-⅛ is considered the reasonable limit, and the Spanish brand is expected to keep itself down, in the main, to about 2 inches. Leather Cubans will vary all the way from 1 to 2½ inches.

Colors— Black and browns still. Combinations will use medium shade of grey. Patent leather expected to hold its place in the front line. Locality will be an important factor in choice of different tones of browns.

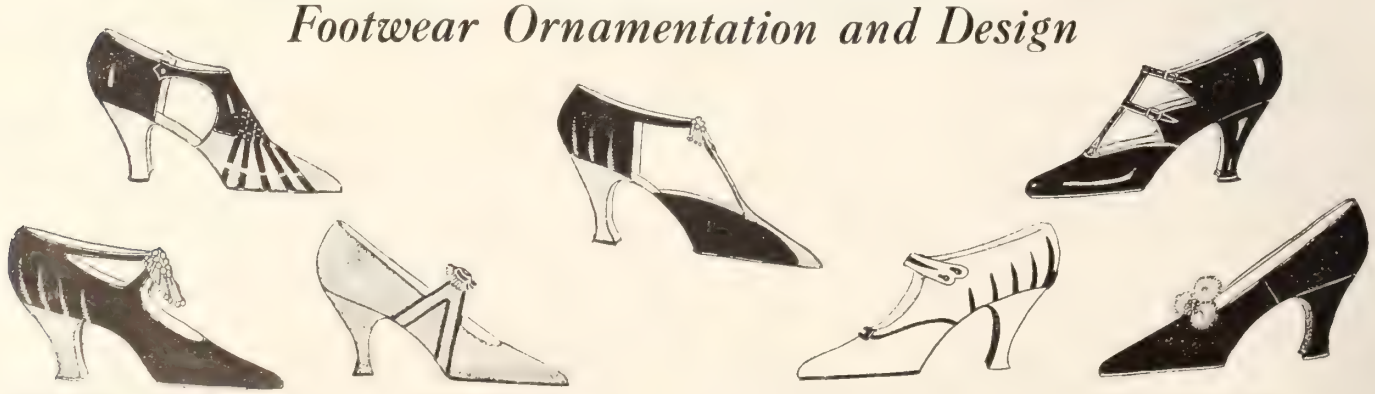
Boots—Not considered a style proposition.

Oxfords— Anticipate good demand. Plain effects looked for in big cities, but still a fair share of brogues to be sold.

Men's Goods

The committee feel that spring buying should be separated into two periods, Jan. 1 to May 1, and

Paris Does Some Deft and Dainty Things in Footwear Ornamentation and Design



May 1 to August 1. During the first period, they expect:

That in leathers, black and tan calf, grain and kid will be the material desired.

Calf and grain going lighter in shade; tan kid slightly lighter.

Anticipated proportion of tans to black in calf leather is placed about 65 per cent. to 35 per cent.

Low and high cuts—taking the country as a whole, high cuts 75 per cent. low-cuts 25 per cent. In large cities, high cuts 35 per cent., low-cuts, 65 per cent. Popularity of low shoes with wool hose among city men anticipated.

Lasts—broader; more in custom effects.

Brogues—To continue in demand, with heavy soles, wide extensions, low flange heels, wing tips, and the rest.

For the second period, a definite change in trend is expected. Oxfords will be asked for in calf, kid, white buck and canvas, very plain effects and custom in design—such is the consensus of opinion. Bevel and fudged edge; lighter shades in tan; smart sport designs and snappy combinations are also looked for as strong features. Ideas not very well-defined, however.

Feathered Footwear is Selling in the U. S.

Fur, used on women's dress shoes is now so commonplace that it fails to arouse comment but the newest fad for feathered shoes and slippers for afternoon and evening wear is being featured by some of the leading stores across the line.

This new footwear is unique, not only in material, but also in style and trimming. For instance, a bright blue Colonial model has a pheasant buckle set neatly on the feather tongue.

Very much cut-out sandals are in the collection, and these are trimmed variously with applique designs in contrasting shades. A one-strap model has stripes of black not more than an eighth of an inch wide. Some shoes have crescents and others motifs.

One flame color slipper has a heel and wide stripe across the toe of silver cloth. Tiny curled tips are used with a bit of pheasant as a semi buckle effect across the front of another slipper. An orange and black model has a little button also with the tiny tips as a finish on the toe.

California Retailers Handle Their Own Designs

The high class Californian retailers, according to Mr. C. L. Owens, who has recently returned from a trip to that part of the country, are not satisfied with the standardized styles of any manufacturer, but want their own exclusive designs. The service they appreciate is that of a manufacturer who will make up shoes for them exactly according to their ideas, as outlined in patterns which they themselves draw.

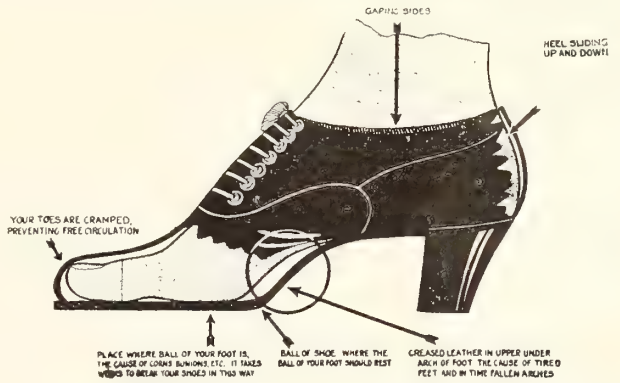
In California the greatest emphasis is placed upon style in footwear, and the population are exceptionally well-dressed as to their feet. Their lasts show a French tendency, being rather short in the vamp, though not stubby-toed. The French effect is obtained by the shortness of the pattern, which is generally cut low at the throat. The last itself is quite moderate, and better fitting qualities are thus secured than where the extremely short last is used. Sandals are the feature, and patent and black satin are the predominating materials. The plain one-strap, buckling at the side, is most in evidence. The heel which Mr. Owens found to meet the ideas of the Southerners best was the "spike," a modified Spanish curved a trifle to look more graceful than the original Spanish, which inclines to a stilted appearance.

The Vogue of White

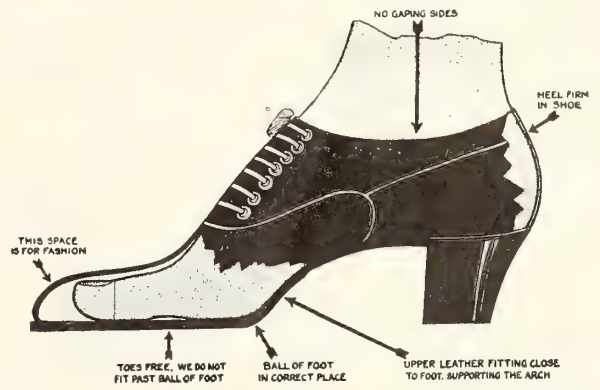
Authorities in women's wear fashions are agreed that white will be a feature next spring and summer. Paris, as usual, has taken the lead, and now an international tendency toward white is plainly evidenced.

This is a natural development. Black is the predominating color, internationally, in millinery, dress, and footwear, and striking contrasts have, as a result, come into prominence. The primary colors, red, blue and yellow, have all been used in combination with black to produce these striking effects, but the white and black combination is easily the most telling, and white has gradually been gaining ground. It will probably be seen next spring combined with bright colors, particularly reds, as well as with black.

The influence of this trend in dress fashions upon the footwear trade is obvious. If the above forecast is correct, next summer, is almost bound to be an unusually big white shoe season, and white and black combinations will be strongly in evidence from the opening up of spring.



A—The wrong fit. The stick measure was short and the shoes shorter—the ball was thrust forward and a dangerous fitting resulted.



B—This shoe was fitted from heel to ball—the toes took care of themselves—every time the foot flexed the toes had room and the foot was in comfort.

Are the methods of shoe fitting in common use today right? Some claim that they are not—that heel to toe measurement by the use of the size stick is wrong in principle. Ball to heel fitting, as they see it, is the one and only correct system. The above cut, from the Shoe Economist, illustrates their idea. What do you think about it? A discussion by our readers will be welcomed.

Show Card Writing—Talk No. 8

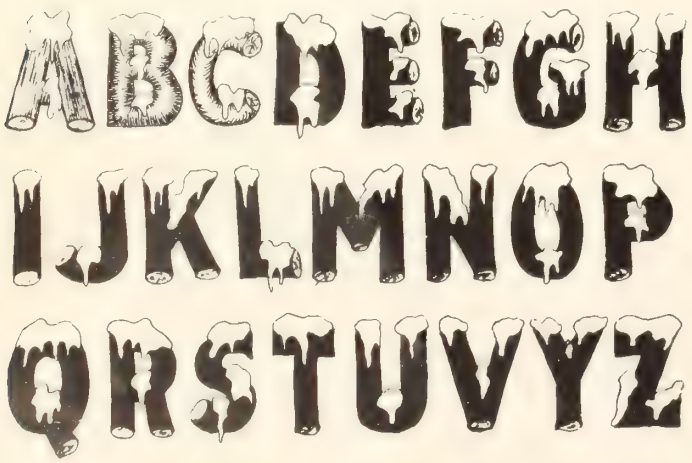
This is the eighth of Footwear's Series of illustrated talks on modern show card writing. The author of these talks has had wide experience in show card work and his hints and suggestions have, we believe, proved of great value to beginners in the art. Inquiries to our card-writing department will be welcomed and questions pertaining to show card work will be promptly answered. We suggest that the talks be preserved and filed together for future reference.

The alphabet shown this month is one the writer chanced upon some time ago. Many would not include it in a course on card writing, but it commends itself because it is unusual. This alphabet will be found useful in producing a novel and striking Christmas show card. While the icicle effect could be used in connection with any style of heavy lettering, it is particularly suited to this alphabet.

For small letters of this style the letters should first be drawn or sketched with a pen and afterwards filled in with a brush. Various treatments of the body of the letters will suggest themselves as shown in A. B. and C., which are done with the pen. However, for bold effect lettering, it has been found wise to have solid faced lettering.

The icicle effect is particularly striking if the lettering is done on colored cardboard. In that case the icicles can be painted on with white paint. To add further to the realistic appearance, diamond dust or frosting can be added, either while the paint is still wet, or on wet mucilage which has been daubed on over the white paint. The result, especially under artificial light, is particularly "Christmassy" in its sparkling appearance.

As a streamer for interior decoration or window background, these letters cut out in a ten or twelve inch size and painted as suggested can be strung together forming words such as "Seasons Greetings," etc., and make a novel and pleasing change in the usual decorations. Especially is this so when the



letters are painted a Christmas red with white icicles, and are placed against a green background.

As lettering of this kind takes quite a bit of time for the busy cardwriter, two or three words only on a card as suggested by our illustration, carry out the

effect just as well if not better than when the entire card has been lettered in the same alphabet.

Decline in Rate of Imports

The negligible quantity of shoes being imported by Canada from the States is indicated by figures printed in recent issue of the U. S. Commerce Reports. In July of this year 3,593 pairs at a value of 10,002 were shipped into Canada, in August, 2,202 pairs at a value of $9,454, and in September, 2,942 at $13,762. The total for the three months therefore is 8,737—and in September the peak of the U. S. fall shoe-export was passed, the Commerce Reports state. We may then conservatively use this figure as a basis on which to calculate the percentage of imports. Estimating the annual footwear requirements of the people of Canada at 16,000,000 for the year—which is a very moderate estimate (the lowest production of shoes in Canada in any year since the begining of the present century was 15,000,000 pairs in 1910) the rate of U. S. imports on the figures quoted above works out at 2.18 per cent.of the rate of consumption.

It is also interesting to note that the average price per pair of the imported shoes in July was so low as to arouse suspicion of "dumping," the figures being $2.78. This, however, shows a decided increase in July and a still further increase in September, when the average price per pair is shown to be $4.68.

If you have, or can secure, dark red and green velours they will be a big help to you in dressing your Christmas window. Velour is, of course, the material for draping windows; nothing else is nearly as effective, unless a heavy quality of silk.

The "Why" and "How" of Taking Inventory

Physical Inventory is the Alpha and Omega of Business Records —Correct Methods of Valuation and Calculating Depreciation

There is considerable variety in practice as to the date of taking inventory in the shoe trade. Some merchants take inventory immediately after New Year; and others wait as late as the first of March. It is not a matter that can be standardized, but must be determined by the policy of the store, routine of business and methods of keeping stock records.

One thing is certain, however, an accurate inventory is necessary at regular intervals, and it is becoming fairly general practice to make it a semi-annual event. In some stores, every three months is not considered too frequent, but twice a year is as often as the average shoe retailer thinks necessary to make such a thorough investigation of the condition of his stock.

The Importance of the Inventory

It is of course for the dealer who has no proper stock-keeping system that the inventory is most essential. Without it he would be lost. First, it gives him a glimpse of the financial condition of his business which otherwise, and at other times, he merely guesses at, and, secondly, it shows him the condition of his stock--how much of it is shop-worn, out of style, or subjected to any of the other factors of depreciation--which, also, is little more than a matter of conjecture with him during the balance of the year. A dealer who does business in this fashion has only one way of discovering how much he is to the good, or to the bad, and that is to count the stock on hand and calculate its value, and subtract the total from the stock value at the last date of inventory plus the cost of goods sold, and by subtracting that figure from his total sales during the period, he arrives at his gross profit.

But even the modern merchant, who keeps a continuous inventory record, never omits taking his physical inventory by actual count, regularly. It serves as a check upon his stock-keeping, and prevents the accumulation of errors. Theoretically the stock records should be absolutely correct, but the fallible human element enters into the situation, and losses or oversights may occur, which over a period of six months would not affect the accuracy of his figures to any appreciable extent, but which if allowed to accumulate indefinitely, would render them unreliable, and hence, useless.

Spreading Out the Work

Inventory-time is a time of turmoil, trouble and night-lights in some establishments, due to a lack of proper planning in advance and failure to spread out the work so as to avoid that "peak-load." Most up-to-the-minute retailers nowadays use the advance count method, so as to spread out the work and mitigate the burden and rush of "inventory day." Advance count slips are supplied and the staff is arranged in teams of two, to each of which a section of the stock is assigned. For several days previous to the final check, each team devotes its spare time to the counting of its particular section, and marking the records upon the advance count slips. These slips are first numbered consecutively, so as to provide against their being lost or overlooked. Space is provided for marking down the stock number, the number of pairs, and, in some instances, the cost and selling prices. The slips are signed by the members of the staff handling them, and are placed on the shelves or tacked up at the section to which they refer.

This means that on inventory day, it is only necessary to make a final check and transfer the figures to inventory sheets, which, the clerks having been over the stock once, is not nearly so tedious an undertaking and complete accuracy is more likely to result. In the interval between the advance count and the final check, each team has the responsibility of seeing that any goods sold from its section are marked off the slips and, similarly, if any new goods are taken in that they are added.

Loose-leaf System Most Convenient for Records

For the inventory records in a retail business, a loose leaf system has been found preferable. Many retailers use a bound book, or a number of books, but the loose-leaf plan has the advantage that any number of the staff may work on the inventory at the same time, the sheets being consecutively numbered beforehand to prevent any being lost or mislaid.

Various forms of inventory sheets are used, some more suitable for one business and some for another. The main items for which provision must be made are stock number, number of pairs, unit cost and total cost, but some prefer to show further details, and additional columns may be ruled in to provide for a brief description of the shoe, marked down selling prices, etc. Sometimes, a merchant may differentiate between old and new goods by the use of different colored sheets, say, white for merchandise in stock less than six months, pink for merchandise in stock over six months and less than a year, and so on, or he may have extra value columns on his inventory form to show price adjustments due to depreciation. If the merchant himself is on hand when depreciated goods are being called, the adjusted price may be entered then and there, but in any case, the extra column for showing this figure will prove useful when calculating how much has been written off in this way.

Checking Up the Stock Records

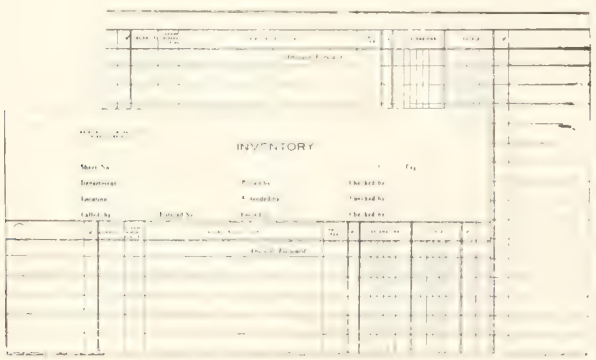
The physical inventory furnishes the opportunity for checking up the stock-keeping system. Perhaps the most convenient way of doing this is by filling in the inventory figures beforehand, in red ink, from the stock records. The advance count of the stock would, in this case, be made in the usual way, and the inventory forms would not be placed in the hands of the clerks until the time for the final checking up, so that there would be no tendency toward carelessness on their part through knowing the number of pairs that ought to be in stock. Where any differences were shown between the number of pairs found to be on the shelves by actual count and the number filled in from the stock records, the correct figures could be filled in in black ink, and a glance at the sheet would

then indicate the accuracy, or otherwise, of the stock keeping system.

Some, however, consider the most satisfactory way of checking up the stock records is to wait until after the inventory has been taken and then compare the figures in the office.

Inventory Valuation

There has been some difference of opinion as to the method of inventory valuation. This was particularly the case a year ago when the drop in wholesale prices had left the retailer in a rather puzzled state as to what his goods were worth. Many considered the most satisfactory and sensible thing to do was to value the goods at the prevailing wholesale price at the time the inventory was taken, regardless of the original cost, and take their loss right then and there. This was undoubtedly warranted by conditions. Shoe prices had simply dropped to a lower level and the stock was not, and showed no possibility of again becoming, worth what was paid for it in the first place. The loss had to be written off sometime, and by taking it at once, the retailer was saved from misconceptions as to the actual condition of his finances. But, under ordinary circumstances, the rule handed down by accounting authority is this: If the intrinsic value and the style value of the goods is unchanged, they should be shown in the inventory at their original cost. If by reason of the changing style trend, shop soiling, poor selection in size range, or other causes, goods have become unsaleable, except at a radical price reduction, they are then considered by the accountant to have depreciated and their value,



There are many types of inventory sheets in use. The above form perhaps shows more than the average shoe retailer would need, but it indicates a basis on which to work.

as shown in the inventory records, will be scaled down. The fluctuations of wholesale prices are not taken into account. If from this cause, unexpected losses or profits appear likely to accrue, that is a matter to be taken care of in the records of the financial period during which the goods are sold.

Some merchants do follow the practice of valuing the goods at the original cost or the prevailing wholesale price, if the latter be the lower. But there may perhaps be an upward fluctuation again before the merchandise is sold, and in this case losses may be recorded which are never suffered.

The Problem of Pricing

The pricing of the inventory requires careful consideration. First, of course, it is laid down as an axiom that the cost recorded shall be the cost as laid down on the shelves, that is including such charges as freight, drayage, insurance during transit, storage, etc. As to the cash discount, it seems to be the more generally accepted practice to leave this out of consideration in all cases, and use the invoice price, whether or not the discount has been taken advantage of.

Some firms make it their rule in recording their costs to use the price shown on the most recent invoice, on which any particular line was received. What is generally considered the more exact and efficient method, owever, where there have been price fluctuations, is to strike an average figure from the different prices at which goods were billed. Some even go to the trouble of counting the number of cartons at each cost figure.

Calculating Depreciation

In calculating depreciation of stock, there are two methods in general use in the retail shoe business. The first is the percentage method, which is used in different ways. The retailer may deduct a general percentage from the total value of his whole stock, varying from 1 up to 20 per cent., to account for depreciation, or he may apply different percentages to goods that have been in stock for different periods of time.

A superior system to the above is the appraisal method, by which every line is valued according to its individule condition. If a pair of shoes has depreciated so that it cannot be sold at the original mark-up, the retailer estimates the price at which he believes it is bound to sell, and scales down the wholesale value in proportion and uses this reduced figure in his inventory record.

Sometimes it may be found advantageous to use a combination of the two plans, applying the appraisal method to badly depreciated goods, and deducting a small general percentage from the stock as a whole to cover the less obvious decreases in value.

N. S. R. A. Activities

A meeting of the executive of the National Shoe Retailers Association was held in Toronto, Nov. 9, when a number of important matters were discussed. The question of smuggling in goods at the border towns was again taken, and a letter has been written to the Commissioner of Customs in this connection. It appears that there is still a little trouble with the duty-free "importation" of the U. S. goods by individuals. This now applies more particularly to men's lines.

While in session the excutive gave out a statement to the press, which appeared in the local newspapers. In this it was pointed out that the prices of footwear had reached the lowest level possible for some time to come. It was emphasized that at the present time the retailers were co-operating with the other branches of the industry in their endeavor to keep prices at a minimum, and the reduction in the price of footwear to the consumer was estimated at 25 to 35 per cent.

It is interesting to note that the following day there appeared a statement in the local papers a statement made by Dr. Hastings, M. O. H., in his monthly report to the Board of Health, to the effect that the prices of boots and shoes had been reduced an average of 33 1/3 per cent and on some lines as much as 50 per cent. These figures were given out as the result of Dr. Hastings investigation into the cost of living. By way of comparison it may be noted that the price of meat was shown as having been reduced 28.4 per cent.

Hosiery Lends Interest and Variety to a Shoe Window Display

Hosiery is not only a profitable proposition for the shoe merchant; it is also an adjunct to his window display man. Hose can be used in a footwear display to excellent effect; and gives the window dresser a latitude in treatment which, when confined to shoes alone, he often lacks.

Avoid Overcrowding

Perhaps the first point that should be emphasized in connection with the display of hose is to avoid overcrowding. A few pairs of stockings cleverly arranged will add distinction to a shoe window, but too many will simply cheapen it and confuse the display. It would be rather dangerous practice on the part of a shoe merchant to use trims that would characterise his store as a bargain hosiery shop.

While black is the predominating color in hosiery at the moment, as it is in footwear, still there are other colors in vogue which lend themselves to very interesting schemes. There are the brown tones and beige—a shade which will blend effectively in most displays. And of course there are gold and silver stockings which are popular with brocade evening shoes in the same color. Even in this limited selection there is sufficient variety to give a color-interest to a shoe window.

Follow The Unit Plan

Where hose is used in a trim, it is best to follow the group or unit plan—many window dressers say that this is the principle upon which all trims should be arranged. Build up one little centre of interest, including shoes and stockings to match, suitable for one particular use or occasion, then, separate from it, build up one or more similar groups. One unit may include afternoon shoes of patent and black kid, with black silk hose, clocked; and another, evening shoes, with white and silver stockings. Or the whole window might be given over to one or other type of shoe, with hosiery to match, grouped as suggested. In the most exclusive stores, articles intended for wear on different occasions—as for outdoors and for evening—are never shown together in the same window.

There are a variety of methods of displaying hose. It may be shown on half forms, draped over fixtures, artistically arranged in the shoe, shown in the carton, or placed on the floor of the window. Expert window dressers in high-class women's wear stores seem to favor the use of the half form; the same method is quite applicable to the shoe window and undoubtedly it shows off a handsome stocking to the best possible advantage— excepting, of course, a shapely feminine limb. These various methods can naturally be used in the same display to good advantage in many instances, and there are fixtures specially adapted for the combined showing of hose and shoes.

An Attractive Display

A very attractive display which recently came to our attention was arranged as follows. At the back, in the left hand corner was an circular glass plate, supported on a walnut stand. On this glass rest were three shoes of slender fixtures of varying heights. One was of silver brocade, another of gold brocade and the third of black satin, the latter being in the centre of the group. Each of the brocade shoes was filled with one silver and one gold stocking, and the satin shoe with a black silk lace front effect stocking. From under the black satin shoe, which was on the tallest fixture and placed between the other two, there hung one silver and gold stocking, crossed in front and covering the base of the fixture.

Another group, lower down and toward the centre, consisted of two shoes in brown suede, in each of which were arranged tan and sand colored stockings. Balancing this, on the right, were two shoes in patent and white kid, holding a similar arrangement of white and black silk stockings.

The floor of the window was covered with grey velvet, upon which a few more pairs of shoes and hose in harmonizing shades were placed.

The Black And White Combination

The window trimmer will do well to keep in mind that black and white make a particularly striking combination. This suggests that a complete display of shoes in black or black and white combined with stockings in black and white silk would be very effective.

Men's hose may be used to equally good effect in a window display. Wool socks in heather and lovatt mixtures are particularly timely at the moment and introduce a variety which makes the trim more interesting. The same applies to children's hose. Boys' fancy top sport stockings make a distinctive feature in a high class store.

Hose In Christmas Window

Hosiery is of course one of the shoeman's best bets for the Christmas gift trade, and should have a prominent place in his special gift displays. Perhaps the most suitable manner to show it in this case is in fancy cartons, the lid of course removed and the feet of the stockings loosened and "fanned" out in artistic fashion. Manufacturers will co-operate by supplying decorative cartons and labels for this purpose.

This attractive display by Owens-Elmes, Ltd., Toronto, shows what attractive variety can be introduced in a shoe window trim by the judicious use of hosiery.

Hosiery a Profitable Feature of Christmas Business

If he has cultivated the field properly beforehand, the merchant's sales of hosiery will prove a very profitable feature of his Christmas business. Stockings are a popular Christmas gift, and the better grades, such as the average shoeman would carry, are naturally most in demand as presents. An Ottawa shoe retailer states that for several days previous to Christmas, he has three or four salespeople behind the counter all the time selling hose. It's a good clean profitable business in itself, and at the same time it is excellent advertising for the store. People come in to buy hose who might not otherwise visit the store at all, and once they have been in, they are a step--and a long one---nearer becoming regular customers. And if you have a gift department, including the hosiery, the suggestions a customer receives from the show case displays and in conversation with the salesman may lead him, or her, also to purchase footwear for gifts.

Popular Choice of Colors in Hosiery

According to the representative of a well-known knitting mill, the present demand from the Canadian retail trade is for the following colors in hosiery: White, silver, beige, chestnut brown, cordovan and navy, and of course, black. The chestnut brown and cordovan seem to cover the call range for browns, while the silver and beige meet the demand for shades of grey. This hosiery man states that there is a decided tendency for the dry goods stores to buy according to present demand, and to overlook the changes in style trend which may affect the situation very considerably. The shoeman's knowledge of the color tendencies in the shoe business should help him very appreciably in selecting the right lines of hosiery. The appearance of the lighter tans in new footwear models cannot but produce some call for hose in the lighter shades of brown. And while there may be but little demand for whites during the winter and early spring, from the approach of summer it is bound to go big.

Greys, it is reported, are again shimmering on Fifth Avenue ankles. Last easter the greys beat a retreat, but they are now on the offensive and making good progress, in combination with black crepe dresses.

Some of the New York hosiery men are prophesying that the lace effects will have a strong vogue for another season. Black, which is in keen demand, is inclined to be a bit sombre, and the openwork certainly gives a snap of interesting color. There are those who hold the opinion that the younger feminine element will be looking for a splash of something brighter that will counteract the effect of the longer skirts, if the latter come into general popularity.

Harvard Experts at Chicago Conventon

The presence of a large staff of Administrative Method Experts from the Harvard Bureau of Business Research at the N. S. R. A. convention, Chicago, Jan. 9-10-11-12, will form a feature of the proceedings that will attract many retailers. The Harvard representatives will be headed by Dean Melvin Copeland and their object will be to thresh out with merchants ways and means of better bookkeeping, cost accounting stock records and matters of better business conduct.

Be Prepared For House Cleaning Time

The Stickers Must be Cleared at any Price—Arguments for and against Semi-annual Sale—If Your Stock is in Need of Cleaning, Plan January Clearance

Clean stock is one of the first essentials of successful merchandising. Stickers must be turned into cash at any price. And to this end the semi-annual sale has become a recognized institution. It is part of the policy of a large majority of shoe merchants, and retailers of wearing apparel, and is generally considered as being a necessary evil. Some are quite opposed to the idea and declare that the same object can be served much more satisfactorily by continuous clearance. A well-known retailer in a large way of business, catering mainly to a working class trade, in a recent conversation with "Footwear" stated that he had found the latter plan to be the best. His method is week-end clearance. Bargains are featured every Friday and Saturday, and advertised, including merchandise that has been specially bought and can be sold at a price and also any inactive lines from regular stock. The shelf-warmers are picked out, placed on tables and ticketed at as low a price as seems necessary, and in this way they are kept cleaned out all the time, instead of being allowed to accumulate to the end of the season. The retailer referred to asserts that with a manager who knows exactly the condition of his stock and live salesmen who will show customers the less active lines at every favorable opportunity, the semi-annual sale can be done away with entirely.

Continuous Clearance

The problem of the store catering to a fashionable trade is somewhat different. Style in this case is the controlling factor and what was good yesterday may be out-of-date to-morrow. Again, some lines that looked like winners at the time they were bought may prove to be bloomers when it comes to the actual selling. It is, therefore, as every shoe merchant knows, a most difficult problem to prevent accumulations of unpopular and stale styles. Some declare it can be done most effectively by the continuous clearance. As soon as a shoe begins to show a shelf-warming tendency, it is marked down or a P. M. is put on it, or perhaps both of these expedients are resorted to. Sooner or later the price will be cut to the point where the shoe will have to move.

The apparent advantage of the continuous clearance is that there is a greater demand for the goods at the time the reduction is made. If they lie on the shelf till the end of the season, they will then be antiques from the standpoint of the modern lady of fashion. But during the season they may be gradually gotten rid of before the style clock strikes another hour.

Arguments in Favor of Semi-annual Sale

There is another side to the question, however. Where a merchant adopts the semi-annual sale policy, he gets his full price on all goods sold, whether rapid or tardy, right up to the end of the season, and when he puts on his sale the greater quantity of merchandise at reduced prices and the wider advertising which he has the opportunity to give it secures greater pulling power and he may bring crowds to his store that would be attracted in no other way.

Another plan which seems to have been used to good advantage in many instances is the bargain basement. Merchants who establish a department of this kind generally make it an outlet for the slow-movers in their main stock. As soon as a shoe shows that it is an undesirable number in the main stock, it is "sent down," cut in price and placed on the bargain table. Cheaper grades of shoes are, as a rule, also bought especially for the basement stock.

Whichever of these plans, or whatever combination of them, a merchant may use, one thing is certain, he must have some method of clearance, and when January comes around, if he has not been using means to get rid of the shelf-warmers during the season, he must stage a sale and turn all goods into cash that are not staple and safe to hold.

Don't Start Too Early

The question to which the shoe merchant must now give his attention almost immediately is: How most successfully to put on a sale. He must plan well ahead, but avoid, above all things, starting too early. Some retailers, in the endeavor to get ahead of their competitors, cut into their own regular business, disorganize the trade, and take losses that are quite unnecessary.

The first essential to a successful clearance is that the prices should be reduced sufficiently to make it evident to the public that they are being offered bargains. After that the big factor is advertising.

Would a Store Newspaper Take With Your Trade?

The nespaper is of course the most popular and probably the most effective medium, but it is not available in many small towns and for the retailer in a large city who does merely a local trade the use of any of the dailies is out of the question. He may, perhaps, make use of a district weekly to good effect, or may get out a store newspaper of his own especially for the occasion. Some retailers get out their own store papers regularly and have found it good advertising, but in any case it should prove effective as a temporary expedient during a sale. The store paper should preserve the appearance of a newspaper as far as possible and should not contain more than two-thirds advertising matter. The balance of the material may be in the form of neighborhood news, editorial discussions, humorous items, etc. The arrangement might be something like this—for a special sale. A four-page sheet, say 9 in. by 12 in., with the first page devoted to a discussion of shoe prices and the costs entering therein. The centre page might be given over to a two-page spread advertising the main items in the sale offerings and the last page, about half and half advertising and neighborhood news and material of interest to the children or to jokes. This would attract more attention than the ordinary dodger, not only on account of the news interest, but also because it is a little different. The store newspaper may also be used effectively to supplement circular advertising.

It is also well during a sale to give your store windows and store arrangement some variety in order

This splendid new store front recently installed by Dillon & Moore, St. Catharines, Ont., has attracted very general attention locally, and looks like a real business builder. The firm are strong believers in the value of good window displays and pay a great deal of attention to this medium of publicity. Note the artistic display fixtures used.

that the public may be aware that there is something special going on. How far a retailer may go in "stunt" advertising depends largely upon the class of trade he does. With a high class trade, a little goes a long way, and with any trade an overdose is worse than too little. However, a window may be striking without being blatant, or cheap.

The interior of the store should be arranged for maximum efficiency in handling the larger crowds which may be expected. One of the dangerous features of a sale is that it may give a casual customer a very poor opinion of the service offered, unless the matter is dealt with very carefully. Some of us have had the experience of being left sitting for ten or fifteen minutes with a shoe on that neither fitted our fancy nor our foot, while the salesman gave attention, no doubt equally satisfactory, to other customers. Bad for future business---very!

A shoeman of long experience advises that a salesman should:

(1) Never leave a customer without a shoe on her foot with which she has shown some signs of satisfaction.

(2) Never leave a customer without sales talk to convince her of the value of the shoe.

(3) Never leave a customer without first obtaining his or her permission.

It is also very essential that the stock should be arranged in the most convenient manner possible. It has been found conducive to efficiency to departmentize the lines carefully, and placard each section with neat signs. The customer then naturally will enter the department carrying the particular kind of shoes he or she desires, and the goods are right to the salesman's hand, enabling him to render service in the shortest possible time.

Activity in Shoe Manufacturing Industry Continues

Reports received by the Manufacturers' Association of Canada indicate gratifying conditions in the shoe industry.

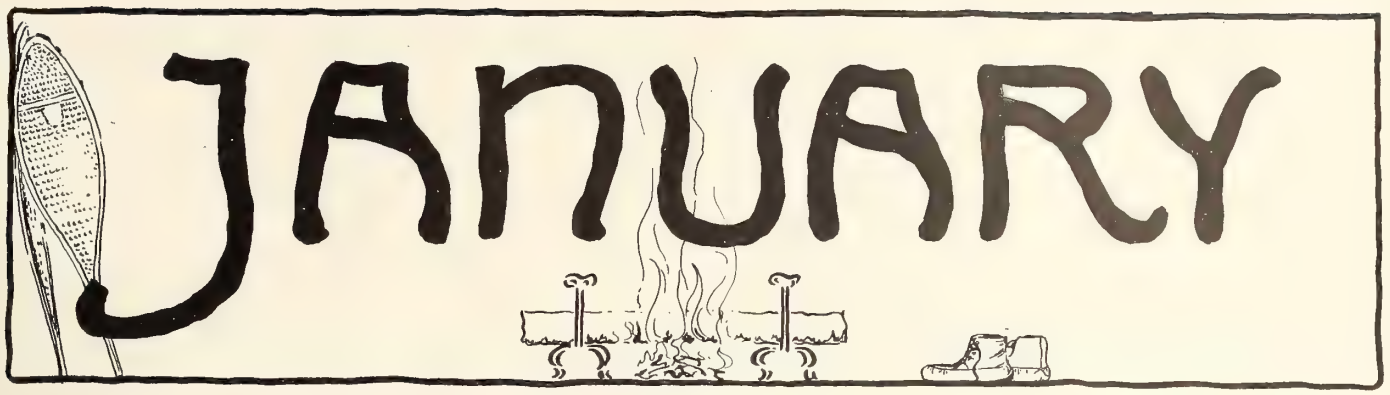
A manufacturer of medium grade McKays, located in the Maritimes, states that he finds trade exceptionally good. In fact orders for Spring and for immediate delivery exceed by some 10 per cent, the volume of business enjoyed at any previous time in the history of the concern.

It is encouraging to note that, while last year at this time many of the factories in Quebec City were closed, to-day they are working at about 75 per cent capacity, according to one member's report. Orders, he says, are showing a tendency to increase in size and dealers are more inclined to order for future delivery. Factories are estimated to have sufficient business ahead to keep them running for three months.

From Montreal, it is stated that some plants are working to 100 per cent capacity and that business in all lines is much better than last year, men's shoes being in especially heavy demand.

From London district the report is: factories working to 100 per cent. capacity in all lines, as compared with 60 per cent. this time last year.

Kitchener shoe manufacturers also seem to have no reason for complaint. Plants producing men's and boys' footwear were stated to be working to 100 per cent. capacity, and women's almost to full capacity. Most of the children's plants were also said to be turning out their full output.



Shoeman's Merchandising Calendar

Time to Think of Clearance Sales and Inventories—Start 1922 with a Clean Sheet—New Year Presents Opportunity for Introducing New Ideas—Take Advantage of the Weather to Push Heavy Goods

In the majority of shoe stores the two big events of the month of January will be inventory, and Clearance Sale. Not in all however for some do not take inventory till February and some don't put on semi-annual sales. The motto of the retailer, in any case, should be: "be prepared in advance." Elsewhere in this issue are two articles dealing with these two important events, which he will find it advantageous to peruse.

January is as good a time as any other for turning over a new leaf, if not better. If you know there are weaknesses in your business methods that should be corrected, take the opportunity presented by the less active selling season, to attack your problems and solve them. If you procrastinate the spring opening will be upon you and the matter will be let slide for another year.

Ask yourself these questions: Is my stock arrangement the most efficient possible? Are my records adequate to the needs of my business Is my store equipment as complete and up-to-date as befits a modern footwear establishment? Have I got the confidence of my staff and is there the team play among its members that builds business?

If you can answer all these questions in the affirmative, you can look forward with optimism to trade development during 1922. If not the New Year is the time to take the necessary action to rectify your inefficiencies.

January is also a good time for the window trimmer to introduce new window display features that will attract interest to the store and stimulate sales. The public are in a frame of mind to look for and assimilate new ideas and will be likely to respond to attractive originality in the window display. Make a clean sweep of the holiday trimmings and introduce fresh, clean-cut, forceful selling features.

Take advantage of the weather during the month to put on a big winter shoe and rubber campaign—quite apart from your clearance sale, if you have one. January isn't only a month for cleaning shop—you can do some profitable business as well. The market will not yet be saturated with heavy footwear and protective goods.

Usher in the New Year with something striking in the way of a trim. The New Year's Day crowds won't be out with any thoughts of business. They will be in a jolly mood, a mood for gaiety, a mood to comment upon anything novel that may come to their attention. You can therefore afford to be a little fanciful in your display on that particular day, a little bolder and a little different. Ordinarily you should plan your window trim with the sole object of selling goods, but in this instance you are justified in making it take the form of a greeting. Put across a message to the public that they will remember and do it in a way that will impress them.

The Need for Economical Merchandising

Quick Turn-over on Small Investment is the Secret of Successful Retailing To-day — Miscalculation in Buying Sizes, More Than Styles, the Cause of Losses in the Shoe Business.

Merchandising to day is a very different proposition to what it was two or three years ago. That queer fellow "Supply and Demand" seems to have shifted to the opposite side of the see-saw and it's the consumer who is now sitting on the weighty end of the plank, while merchant and manufacturer are having their turn "up in the air" and some are in danger of falling off. No longer is the shoe retail business safe for everybody, and it's probably a mighty good thing that it is'nt. We don't want every Tom, Dick and Harry running shoe stores; we want only real business men—men who make a keen study of conditions, who have got their business completely in hand, and who can adjust their policy to meet the exigencies of a time such as the present.

There are three main elements in merchandising—buying, selling and stock-keeping or stock control—and no retailer can afford to neglect any one of them. The last-mentioned is of great importance, because it furnishes the information which is essential to really intelligent buying. A man may have the knack of making a good bargain and a "nose" for cheap goods, but his ability along that line won't suffice under present circumstances, except it is backed up by the knowledge which a proper stock-keeping system will furnish. The price may be alright and the goods may be alright, but it they don't fit in with the stock already in hand, the advantage may be entirely lost.

Expense of Carrying Goods on Shelves.

The shoe buyer to-day more than ever before, must keep two points in mind—the reduction of the amount of capital tied up in stock to the lowest possible point, and the increase of turnover to the highest possible point. The importance of the former is fully comprehended when it is pointed out that only about one-fourth or one-third of the expenses of the average shoe store is chargeable to actual selling costs; the balance, for the most part is chargeable to the merchandise in stock, on account of interest on capital invested, rent, taxes, depreciation, insurance, and so on. The longer a pair of shoes remain on the shelves, the more expensive they become, and, under present conditions, the less valuable. Perhaps it is not putting it too strongly to say that "One pair on the feet (of the customer) is worth two on the shelf." It certainly works out that way very frequently.

The ideal for the merchant then under conditions such as exist at the present is to carry the least possible quantity of shoes of the kind the public doesn't want, and of the kind that the public does want, the smallest stock that will meet the requirements—and to turn that stock the greatest number of times possible in the year.

Don't Let the Stickers Stick.

It is impossible for any man to avoid picking, now and again, styles that won't please the popular taste—unless, indeed, he were gifted with prophetic vision. For the public is fickle and its whims very difficult to anticipate. There are the staple styles, of course, on which he can estimate his requirements fairly accurately but more and more the really profitable business is being done in seasonable styles. It's the new goods that draw the public, but, unfortunately, they won't buy everything that's new, and some styles that may look just as pretty to the man who bought them don't "take" though he may advertise them just as prominently and display them as frequently. The tendency is of course to push the goods for which the demand is keen and re-stock in them, at the same time overlooking the less popular lines. This is a serious mistake. For, as pointed out above, the longer the shelf-warmers remain on the shelves, the more expensive they become, and the less valuable. Prompt measures must be taken to move them. It's better to cut the price on them early in the season and put spiffs on them, if necessary, than to wait in hopes that they will be sold in the ordinary way, and find them still "sticking" at the end of the season, when they may have to be got rid of at a dead loss.

In this connection, the value of a proper system of stock control becomes immediately apparent, inasmuch as it will show the merchant at once what styles are not being sold, so he can take whatever action is needed to move them.

Too Many Styles.

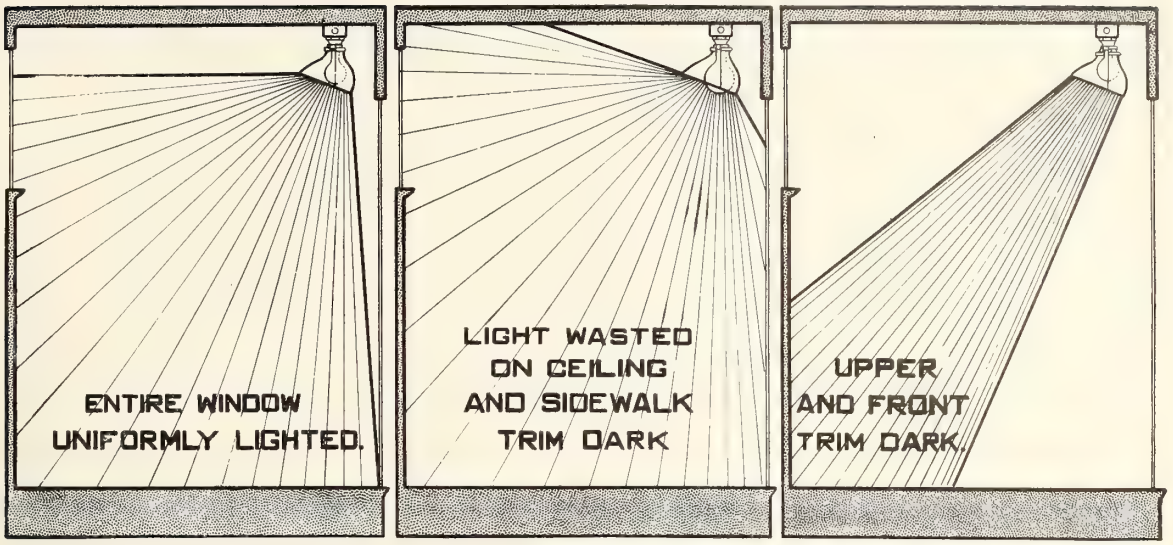
One of the mistakes that many average retailers are making to-day is that of carrying too many styles.

In numerous cases the number of styles could undoubtedly be cut in half without any detriment to business. We read of a case recently where the proprietors of a chain store system, carrying about one hundred styles of women's shoes, dropped over fifty per cent., and stocked more heavily in the fast selling sizes and widths of the more popular lines. The result of this policy was a reduction of the amount of capital tied up, an increase in sales volume and a larger net profit.

Sizes and Widths that Won't Sell

However, it is not the selection of unpopular styles, but the miscalculation in buying sizes and widths in the lines that do sell, that is the most prolific cause of losses in the shoe retail business. It is here that a record of sizes is going to prove valuuable. Can you tell the percentage of the various sizes and widths that you sell to the women's trade and to the men's? The call for sizes varies quite considerably in different localities, and you cannot be sure that the "run of sizes" which the wholesaler may supply you fills the bill accurately. Probably most retailers err on the side of buying too heavily in the out sizes. In the women's shoes it is claimed in some quarters, that the sizes 5, 5½ and 6 comprise over fifty per cent. of the total sales, but, in view of the variations with locality, as pointed out above, the retailer cannot take any general figures as to the sales of sizes and use them with the assurance that they will exactly apply to his own trade. Indeed changes in the call for sizes may take place in the same locality.

Close figuring means reduction of expenses, but in



Illustrating proper use of ~~X-Ray~~ reflectors. On the left, the lamp is shown in correct position, with proper holder in use; in the centre, lamp is too far down in reflector, wrong holder being used, or lamp too large; on the right, lamp too far up in reflector.

order to figure closely, the merchant must have scientific records upon which to base his policies, and even then, of course, some chances must be taken. Business cannot be made absolutely safe for the merchant by any system whatever, for there is always the possibility of unforseen conditions arising which may upset his calculations. The man, however, who will win out during the present period is the one who can trim his expenses to the limit by keeping down the number of styles he carries to the lowest point that will enable him to satisfy the preferences of his particular class of trade and by properly proportioning his purchases among the various sizes and widths.

And as to the Selling End.

It would seem that the conditions of to-day demand that the expenses connected with the actual selling of goods and service to the public be cut down as low as possible. Many merchants are finding it feasible and advantageous to eliminate credit to customers, and in general the wisest course is to cut down the number of accounts receivable to the lowest possible point. On another page there is an article regarding the method a U. S. concern used in the elimination of credit without offending customers—which was by means of a "shopping cheque." Our readers will probably be very interested in this item.

However the question of cutting down service in the matter of credit, deliveries, etc., must be largely determined by local conditions and the class of trade catered to.

The department in which a large number of merchants start to trim expenses and very often the one in which they can least afford to do so is in advertising. Publicity is needed to sell goods, and more so in a period of depression than in the boom times. It is poor policy for a merchant to reduce his advertising appropriation when there's a slump, unless he is actually forced to it.

We believe the policy of the livest merchants in Canada at the present time is to operate on the lowest margin of mark-up possible and make their profits on increased turn-over. The public are looking for goods at a price, and will buy when they can get the price that seems to them reasonable. The proprietor of one of Canada's largest chain store systems told "Footwear" recently that for the past six months he had been featuring goods at $4.95. He had felt that his class of trade wanted, if possible to keep below the $5.00 mark, and he had standardized to some extent on the $4.95 figure, selling shoes at that price almost regardless of what they cost. The result of this policy is an increased turn-over in dollars as compared with last year, which of course means that the pairage is away up. Economy and turn-over make a good team just at present.

For the rest, push the seasonable goods, use good live publicity and snappy displays; if you cut down on quantity of service, make up for it in quality; get the public to understand that you're saving money for them by so doing; and make courtesy your watchword, first last and all the time.

Advance in Hide Prices

A sign of the times is the advance in the price of hides. Packer "extremes" have advanced this fall from 11 cents to 14½ cents. Only 1 cent to 1½ cent of this increase can be attributed to the better condition of the hides. There is at least 2 cents actual increase in the price level. Country "extremes" likewise now cost 11 cents to 11½ as against 8½ cents two months ago.

This will mean, where side leather is used, an increase of 20 cents in the cost of manufacturing a pair of shoes,—which would seem to indicate that those who are looking for further decreases in prices of shoes in the near future are doomed to disappointment.

Reduced Ocean Rates on Leather

The fact that ocean rates on sole leather to the Old Country have been cut in half is likely to have quite an appreciable effect on the Canadian trade—so a well-known tanner states. Enquiries are being received from British concerns anxious to import Canadian leather, and with the Pound Sterling gradually regaining a more favorable position and the reduced freight charges, it is believed that former overseas connections can be re-established by the Canadian tanner on a profitable basis.

New Shoe Jobbing House

Announcement is made of a new shoe jobbing house under the name H. W. Pearson Shoe Co., Ltd. This announcement will be of more than usual interest, as the personnel of the new firm includes names very well, and very favorably, known to the Canadian shoe trade. Mr. H. W. Pearson himself, who was a traveller with Ames-Holden-McCready, Ltd., for some ten years, and for the last eight years has been manager of their Toronto office, is one of the most widely acquainted men in the trade. Another member of the new firm is Fred R. Foley, shoe merchant, of Bowmanville, Ont., who is giving up his retail business to devote himself to the new firm's interests; Mr. Foley has been one of the most successful of Canada's shoe retailers and may be depended upon to follow the same aggressive policy in his new business as he had done in the old. Two other well-known members are W. J. Drysdale, who has been covering eastern Ontario for Ames-Holden-McCready for ten years, and R. H. Partridge, an old and valued employee of the same company. It will thus be seen that everyone connected with the business is a thoroughly experienced shoeman, with the right appreciation of the value of service as well as of shoes. The office of the new company is at 20 Wellington St., W., dating from Jan. 1, 1922.

Net Sales = 100%

	Lowest	Highest	Common
Wages of Salesforce	4.3%	17.7%	9.7%
PM's	..	4.2	0.5
Advertising	..	6.5	1.9
Wrappings and Other Selling	0.05	2.1	0.2
Total Selling	5.0	21.8	12.3
Delivery	..	3.4	0.3
Buying, Management, and Office Salaries	0.4	12.8	3.9
Office Supplies, Postage, and Other Management	0.03	3.1	0.3
Total Buying and Management	0.9	13.1	4.2
Rent	0.4	15.9	2.6
Heat, Light, and Power	0.08	2.8	0.5
Taxes (except on buildings, income, and profits)	0.01	3.4	0.5
Insurance (except on buildings)	0.07	1.5	0.5
Repairs of Store Equipment	0.01	2.2	0.2
Depreciation of Store Equipment	0.03	2.2	0.3
Total Interest	0.5	7.4	3.0
Total Fixed Charges and Upkeep	2.8	18.1	7.6
Miscellaneous	0.01	8.0	1.4
Losses from Bad Debts	..	3.8	0.2
Total Expense	12.5	48.9	26.0

The above table shows an analysis of operating expenses in retail shoe stores in 1920, as complied by the Harvard Bureau of Business Research from figures submitted by 397 stores in Canada and United States.

Combatting the Mail Order House

A monthly sales and auction day is the plan the retail merchants in a little town down south have evolved for combatting the mail order habit. For the benefit of the farmers, the chamber of commerce have made arrangements for the use of an auction mart near the central square of the town one day each month, and here household goods, farm implements and livestock are auctioned off. The farmers are privileged to list their goods and make use of the stalls free of charge. On the same day, the retail merchants offer bargain merchandise at attractive prices.

Upstairs Shoe Store in Hamilton

The Up Stairs Shoe Stores is the firm name of a new concern which has recently started business in Hamilton, Ont. As the name indicates, this company have applied the upstairs idea to shoe retailing, as it has already been applied in the clothing business. Their premises, which have an area of 2,800 sq. ft., are located on the second floor at 193-193½ King St., West, and their claim is that by escaping the high ground floor rent charges they will be able to materially reduce their overhead expenses. They carry a complete line of men's and women's shoes.

Mr. M. Geller

Mr. M. Geller, the proprietor of the new enterprise, has had considerable experience in the shoe business, having fromerly operated shoe stores at Sherman Ave., N., Hamilton, and at Welland, Ont.

Staging a Visit from Santa Claus

The Danforth Business Men's Association, Toronto, which numbers among its members some of the livest shoe merchants in the city, is putting on a big Christmas advertising stunt. One fine day the people of the Danforth district will see Santa Claus sailing along in his aeroplane with a load of Christmas gifts. He will circle around over Riverdale Park and, finally, drop lightly from his plane to the ground. That there will be hundreds of children there to greet him goes without saying, and there will also be a waggon in readiness drawn by a pair of noble white horses at his disposal to enable him to continue his journey in befitting state. He will ride along Danforth Ave. stopping at the various stores and will distribute souvenirs to all and sundry. The stores will be appropriately decorated for the occasion and will have special bargains to celebrate his visit.

(Needless to say the Santa Claus who drops from the aeroplane will be a dummy.)

Another New Wholesale Shoe Concern

Mr. D. R. Feetham, who for many years has had charge of the mail order shoe department of the T. Eaton Co., Ltd., has just recently established himself in the wholesale shoe business in Toronto, having opened a warehouse at 55 Bay St. Mr. Feetham has a wide reputation as a shoeman, and has had long and intensive experience in merchandising footwear and gauging the needs of the public, particularly in Ontario. He has also selected for his staff, men who are well and favorably known to the trade. Mr. Dan H. Presho, a veteran shoe traveller, who was formerly connected with the firm of Albert Lambert, Montreal, will cover the city of Toronto. Mr. Palmer Blackhurst a traveller of sixteen years' experience, will cover Western Ontario, while the shoe merchants or Northern Ontario who have had pleasant relations with

Mr. D. R. Feetham

Mr. R. A. Adams, as the representative of the Dominion Rubber System, may now expect to see him sail in under the Feetham colors.

Putting Across a Successful "Fire Sale"

As a result of a fire which occurred in the same building with one of the Rannard Shoe stores in Winnipeg recently, Mr. C. F. Rannard decided to put on a fire sale which was running right through the month of November. It was in the rooms above his establishment at 536 Main St. that the fire actually took place on the morning of Sunday, Oct. 30, and the damage done in the store was caused by smoke and water. It was not, however, very heavy, the general adjustment made to stock and fixtures being less than $3,500.

Mr. Rannard himself took hold of the sale and at once decided that it would be the best policy to place on sale everything in the store, as it was his object to reduce stock. The drive opened on Friday Nov. 4th., and on the Saturday, though there were nearly 20 salesmen in attendance, it was with difficulty that the business was handled. The sale continued for the balance of the month, and as an indication of how the demand was maintained, it is interesting to note that Saturday, November 19, proved one of the biggest days.

"Footwear" asked Mr. Rannard to express his opinion regarding the value of this fire sale and the essentials to success in sales of a similar nature.

"In the first place," said Mr. Rannard, "I decided to give legitimate bargains, selling merchandise at as close to cost as possible, in some cases below cost, or at half the price of the former retail markings. Our advertising was not heavy and I claim the success of the sale was largely due to two things:

(1) The quality of the merchandise sold.

(2) The honest values.

"These were easily recognized by the customers. In fact, I made it my business to overhear the expressions of the customers when they were leaving the store with their parcels, and I became confident that we were measuring up to their expectations when they said that the sale was a genuine one, and that they were pleased with the quantity and quality of the goods, and also the prices.

"After being in the retail business for nearly twenty years, I naturally have had an opportunity of judging the public, and I find that they are keen buyers, and any merchant who intends to put on a legitimate special sale, must make up his mind to give his customers something more than they expected to find, otherwise his sale will soon fall flat and will not give the returns he so desires. Besides if he intends to continue in business, he cannot afford to make misstatements or have the buying public criticize him adversely. Success to-day can only be attained by giving the public good values in return for the money received."

Standard Shoe Carton Sizes

The card reproduced herewith indicates the final standard of sizes for shoe cartons decided upon by the Shoe Manufacturers Association of Canada. One addition has been made to provide for children's stitchdowns, sizes 8 to 10, for which the standard carton

STANDARD SIZES OF SHOE CARTONS.

No.	To Contain	Length	Width	Depth
10	Men's fine shoes.....	12⅞"	6¼"	4¼"
11	Men's slippers	12⅜"	5¼"	4⅛"
12	Men's 6" staples	13⅜"	7¾"	4⅝"
13	Men's 14" boots	13⅜"	10⅜"	5"
14	Men's high-cut staples (8" to 12" etc.)	13⅜"	Prospectors' 9¼"	5"
15	Men's high top boots (14" to 16")	17⅜"	12⅞"	4¾"
16	Women's fine shoes..	11⅜"	5¾"	3⅝"
18	Women's high-cut shoes	11⅜"	8¼"	3⅝"
20	Misses' fine shoes ..	9⅞"	5¼"	3⅜"
22	Misses' staples and youths' fine shoes..	9⅞"	5¾"	3⅝"
24	Boys' regular and Misses' heavy shoes	11⅜"	6¼"	3⅞"
26	Boys' heavy and women's heavy shoes..	11⅞"	7"	4⅛"
28	Little Maids' and Little Men's, sizes 8 to 10..	8-5/16"	5-3/16"	3⅛"
30	Infants' regular and stitchdown, sizes 3 to 7½	7"	4-5/16"	2⅝"
31	Infants' high-cut shoes..	7"	6-11/16"	2⅝"
32	Softs, regular, sizes 1 to 4	6½"	3-15/16"	2⅛"

size is 7½ inches long x 4⅝ inches wide x 3-1/8 deep.

The figures shown represent the outside measurements (with the cover of the box.)

Under an agreement with the Canadian Paper Box Manufacturers Association, shoe manufacturers can obtain a trade discount of five per cent. on all purchases of cartons in the above sizes.

Make Friends With The Little Folks

An Efficient Children's Department is a Profitable Proposition in Itself and Builds Firm the Foundation of Future Business

Practically every shoe merchant, as a matter of course, carries an assortment of children's sizes, but there are unfortunately many who overlook the advantages of segregating the children's lines as a distinct part of the stock and featuring them in a specialized section catering exclusively to the needs of the young folks.

It is evident, however, that the shoemen are gradually coming to realize that there are great possibilities of building business in an efficient children's department While this applies principally to city stores, yet retailers at country points are also paying more attention to the needs of the younger generation and though not exactly forming a separate section for children's shoes and hose are keeping the smaller sizes apart from the adult's lines.

Forming a Buying Habit

The store that pays some extra attention to pleasing children has not only taken a big step forward in obtaining immediate business, but has also made a strong bid for future trade. A child that has formed a habit of going or being taken to a certain store for footwear is going to keep that habit as it grows older, and it is these constant steady customers who come back to a store year after year that makes a little business grow to be a big one.

A separate corner of the store set apart for children's foot wear is an advantage in every way. It concentrates a goodly portion of the stock in one place, so that it can be more closely watched, not only for short items, but also for stickers; it makes the kiddies feel they are of some importance to warrant their own "shoe shop" and what is of equal value, a separate section for children's footwear is of great convenience to the weary mother who is faced with the ordeal of keeping the youngster quiet while several pairs of shoes are tried on.

Correct Fitting Important

As a general thing not enough attention is paid to featuring children's shoes in the advertising of the average store; once in a while an odd corner is devoted to a special children's footwear ad, but seldom is any greater effort made to attract this class of business. Correct fit is an essential to children's shoe trade. Children's feet are continually growing yet most parents put the cost of a shoe before the correct fitting and it is the merchant who has educated them to this view, by always featuring price, instead of fit.

To make a success of the children's footwear section in any store four main essentials are necessary. It must have a clerk who has a limitless stock of patience and has some knowledge of the anatomy of a child's foot; it must appeal to the little folks by means of the decorations, the personality of the clerk or the way the child is handled, and last but by no means least, the children's shoe section must be advertised as such.

This last qualification might be again subdivided but the essential part of the publicity is telling the people that the needs of children are studied and the clerk in charge specializes in correct fitting. As an instance a merchant in a small town in Saskatchewan never issued an advertisement without making some mention of his children's footwear department. One of his ads read after this style:—

"Spoiling the Foot to Save a Dollar"

> Would you cripple your boy or girl to save a few cents on their shoes? Of course not, but many people are doing lasting injury to growing feet by considering the price of shoes instead of the fit. We specialize on correct fitting for little feet. Bring your boy or girl to us for footwear.

"You Must Be Satisfied Before We Are"

This merchant by never allowing the public to forget that he specialized in children's footwear, made a big feature of that department, and only on rare occasions did he find it necessary to cut prices for he did not accumulate odds and ends.

Special Department for Children's Shoes

One successful example of the increased business that catering to children's footwear brings is presented by the Yale Shoe Store, Winnipeg. Until recent years this store had its stock of children's footwear on the main busy floor together with other lines, but it was found that during busy periods this method hindered the service because if a person brought in a child to be fitted it meant that at least two chairs were in use until the purchase was made.

Eventually the large basement was chosen for the future location of the children's shoe shop. A section was cut out of the floor with wide stairway leading down into it and all the children's stock moved down, and since that day the children's section has shown a constantly increasing volume.

Children's Shop Brings Business

"Correct fit is everything in specializing in children's footwear," stated Mr. John Affleck, manager of the Yale Shoe Store, "that and stocking only the better grades of footwear. Since we installed a children's shoe shop as distinct from regular main floor stocks, our children's trade has grown by leaps and bounds. The man in charge of this department does nothing else but fit children, and he is a favorite with our little shoppers who like to be served by him."

Commenting upon the likes and dislikes of children, Mr. Affleck stated that for some reason or other every youngster wanted to have the measuring stick used on its foot, evidently under the impression that it was part of the ceremony of buying shoes. Even parents seemed to like the idea of measuring the feet as an evidence of greater care in assuring a perfect fit.

Speaking of the importance of an absolute fit Mr. Affleck stated that no matter how much trouble it may be, his store made a point of exactly fitting each customer. We never talk size to purchasers of children's footwear for parents seem to forget that little feet are growing all the time, and while a mother may

ask for size 8 we are not satisfied until we are sure that 8½ would not be better, for though the smaller size may do for the time being, before the shoes are ready to be discarded they may cramp the growing foot. So I always make it a point of allowing for growth before completing the sale."

Sell the Better Grades

"Shoes that will stand up under the heavy wear a youngster gives them are the only kind carried at the Yale shoe store. Such brands are usually well known to parents and moreover they will give ample service. As a matter of fact a pair of shoes at $5.00 will outwear two pairs at $2.50 each, so that we always advise mothers to buy the better grades as being more economical in the long run. One of the attractions to children are the souvenirs given away. Little slates, Kewpies, picture books and similar inexpensive items are always wrapped in with a purchase of children's shoes, and these are constant reminders of the store."

The Graduation Class

Answering the question "When a child is not a child?" Mr. Affleck said that when a girl reached the age when she needed size 2 in boots the clerk told her she had graduated to the "Young ladies" class and sent her upstairs to the main floor, and, though the children's section saw her no more, yet her trade was still retained owing to her having formed the habit of buying her footwear at the store before she graduated into the grown-up department.

Asked if he considered a department devoted solely to children's shoes was a good investment, Mr. Affleck was quite enthusiastic about the possibilities. "It more than carries its share of expense," he said. "Our business in that line is growing quicker than I expected and if we had room I would devote double the space to our children's shoe shop."

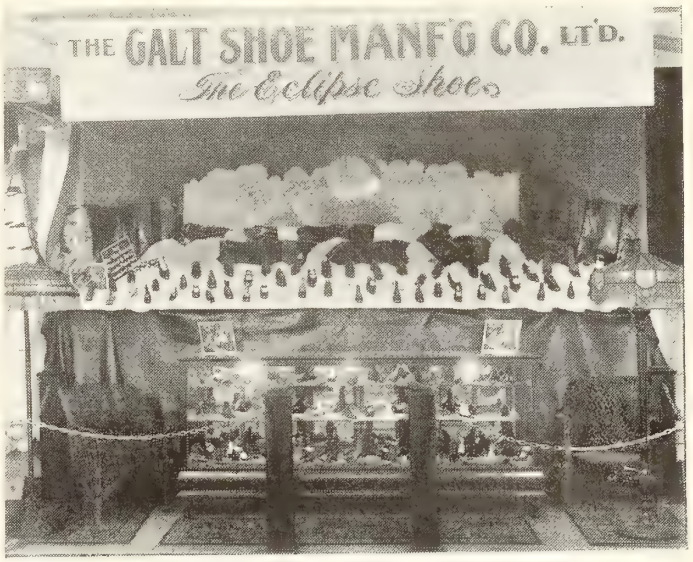
Shoe Concerns to the Fore at Galt Exposition

The Made-in-Galt Exposition, during the week Nov. 14-19. was a pronounced success and awakened the citizens of that young, but rapidly growing, industrial centre to a fuller appreciation of the extent and importance of their local industries. There was a total of 16,500 paid admissions, and counting the admissions on children's days and the free passes, the total number of visitors amounted to nearly 25,000.

Needless to say, the Galt shoe manufacturing concerns took a prominent part in the event. All of them—Getty & Scott, the Yale Shoe Co., the Scroggins Shoe Co., and the Galt Shoe Co.—had interesting exhibits, and Mr. W. G. Fallen, of Getty & Scott was on the publicity committee.

The photographs illustrate the type of displays used. Getty & Scott had a large booth, in which they made a most attractive showing of their latest models. A special feature was a number of samples of Persian lamb slippers, in brown, grey and black, which we understand are the first of the kind to be exhibited in Canada.

Boys' and girls,' as well as their parents, took a lively interest in the display of the Scroggins Shoe Co., which included a number of their lines of children's and misses' high grade McKays.

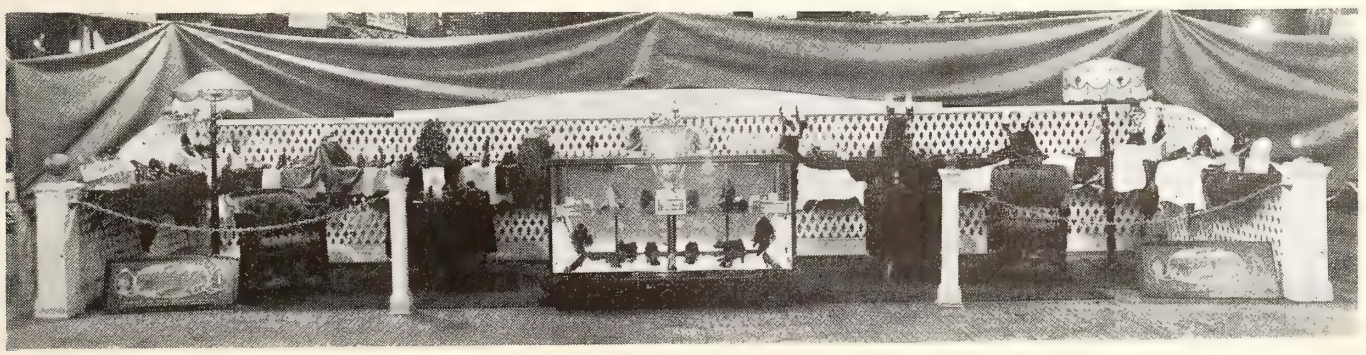


"Eclipse" shoes had a prominent place at the Made-in-Galt Exposition

The Galt Shoe Company's exhibit was of quite unique and attractive appearance. A silver moon hung overhead, sailing in white clouds, and accompanied by a retinue of twinkling stars, with snow-clapped mountains directly underneath. This part however was subsidiary to an attractive showing of the company's lines of shoes for the younger members of the family.

The Yale Shoe Mfg. Co., were right there with a complete display of men's and boys shoes. Their booth was attractively furnished and decorated and won the interest of many visitors.

Have you joined the N.S.R.A. yet?



Getty & Scott's interesting and attractive display at the Made-in-Galt Exposition

Notes from London, Ont.

Western Ontario Manufacturers and Retailers Still Enjoy Good Business

The closing month of the year finds local retailers handling a splendid volume of business in spite of the fact that in a great many cases stocks have never been so low. This means good early New Year's business for the manufacturers according to some of the largest merchants who declare that with trade keeping up as it has and with every prospect that it will continue steady, the time has come when they must replenish. Taking business month by month the year through retailers say they have little cause for complaint. There have been quiet periods, seasonable lulls, and one or two weeks when trade dragged a little, but when the books are balanced and stock taking is finished most retailers say they expect to find they have had a very satisfactory year. London and district is in an exceedingly fortunate position as far as the unemployment situation is concerned and this is undoubtedly a big factor in keeping merchandise turning over steadily.

See Good Business Ahead

Local shoe merchants are a unit in the view that there is good business ahead and that 1922 will see a great improvement over conditions generally. With that object in view they are planning their buying, their advertising Campaigns, and their year's program. Back of London for many miles is one of the richest farming sections in the Province, and this lends stability to all kinds of retailing. The farmers are prosperous, and thousands of them buy in London. This in addition to the city trade means a large and continuous turnover and there is no indication of any kind that it is going to be diminished. Retailers look for careful buying to continue, but they are laying their own plans for buying with a view of handling a greater turnover in 1922 than this year.

Is Optimistic

"I am optimistic regarding the general outlook for business", said Philip Cook, of the J. P. Cook Shoe Company. We have found business very steady and very satisfactory throughout the year. There has been a big country trade. Farmers are well to do and are buying whatever they need. This does not mean that they are buying extravagantly. Farmers seldom do that but they are buying steadily, and our turnover in boots and shoes has been well maintained throughtout the year. We have no complaints to make about either the city or country trade, as buying has gone along steadily right through the year. Just now seasonable lines are moving well and we are expecting a splendid business in holiday gift goods. From what I know of the situation in London there is little doubt that retailers stocks are very low. In many cases they are unusually low. Personally I am looking for good business in 1922. There is nothing to indicate that buying will fall off. On the contrary I believe there is going to be more purchasing done than for some time. I am not looking for any material changes in price. This is a factor that is perhaps largely responsible for many retailers not having larger stocks on hand. They did not want to carry quantities of merchandise purchased at high prices in case reduction came. Now with business continuing steady and likely to improve materially they will buy to meet the needs of their trade and this will stimulate the factories and help to stimulate other buying indirectly.

Gets Good Results

The J. P. Cook Company, maintains exceptionally well arranged and attractive window displays and Mr. Cook pointed out that these are one of the firms best advertising mediums and real producers of business.

"We always get splendid results from our window displays," he said and they are well worth the time and trouble we take to keep them in first class condition."

Had Splendid Year

"Our year's business will show a nice gain" said Manager Smith of the Agnew Shoe Store. "There have been one or two quiet periods but on the whole business has been very satisfactory.

Manager Smith expressed a little different view from some of the other retailers in regard to the tendencies of the buying public.

"We have been finding," he said, "that adults are buying more carefully and conservatively than for some time, but the younger people, especially the young men and women who work in the stores and factories, in fact young people generally, are making their purchases just about the same as before. We do a large business with this class of buyer annd we have found our turnover fully maintained throughout the year. They are heavy buyers of seasonable lines. For instance when the heavy snow came the other day there was a big rush for rubbers, winter boots and other seasonable goods."

Manager Smith is looking for business to be fully as good in 1922 as in the year just past.

"In fact I am inclined to think it may be better," he said. With the election over and things getting settled business will get back on a normal basis. Stocks carried by the retailers generally are undoubtedly low and from information I am receiving from the travellers there is a general speedinng up of buying. Retailers are preparing for good business in the coming months and I can see no reason why they will not get it."

The Agnew store has been going after the trade of the early Christmas shoppers by two very attractive window displays, featuring, slippers, house shoes, quality club bags annd other lines suitable for really serviceable and appreciated gifts.

"There is a good deal of early Christmas buying being done," said Manager Smith, "and we have been getting our share of the trade. Our window displays always produce excellent and immediate results.

Better At The Border

Reg. Johnston, who for some months past has had to practically relinquish business activites, has sufficiently recovered from his illness to be around again and visit his store in Windsor occasionally. He stated that business at the border is slowly but gradually improving. The situation at the border largely revolves around the automobile industry and until that business is on its feet again border trade will not be normal. There is however considerable activity in Windsor in some other liness and various factories are slowly adding to their staffs. After the first of the year improvement in this is expected and by

spring it is likely that business will be going along again nicely.

Successful Drives

Very successful "drives" on seasonable lines have been made lately by Hubert Ashplant & Sons. Snappy advertising featuring specials in women's shoes, slippers, spats and other lines have been speeding turnover in these goods most satisfactorily. A recent offering of boot tops in fawn and grey was featured at $3 a pair and produced big business.

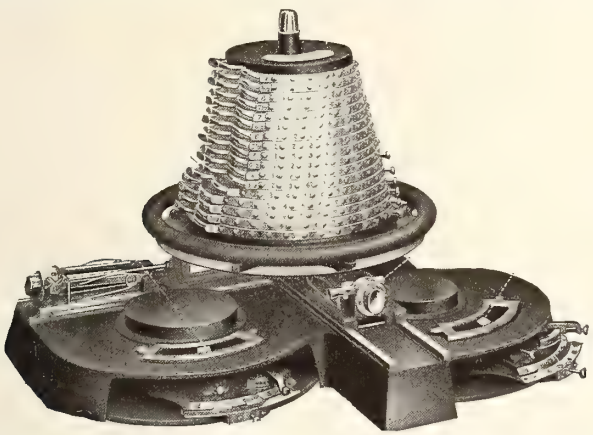
Mr. Ashplant stated that he has found business throughout the year uniformly good and he is looking for it is to continue so. People he believes are not stopping buying real necessities such as shoes and are not likely to. The firm is preparing for a larger business than ever in 1922.

Helping Civic Project

Philip Pocock, of the London Shoe Company, who has been chairman of the Public Utilities Commission for several years, is taking an active interest in the project to establish a large hockey arena in London.

The Krippendorf Kalculator

Mr. W. G. Zimmermann, who was formerly with the Hurlbut Co., Preston, Ont., was recently appointed Canadian agent for the Krippendorf Kalculator Co., of East Lynn, Mass. For those of our readers who may not be acquainted with the Kalculator and its uses, we are showing a cut herewith which illustrates the apparatus. The purpose of the machine is to promote economy in the cutting room by determining



the proper relation between sizes and widths. There is also a service offered to all shoe manufacturers who install it. The company have a large staff who devote their time to the survey of patterns to enable them to furnish their customers with reliable figures for accurate room costs, based, is it claimed, on every known condition for cutting upper leather.

Boston Round Table Completes Year's Work

The Boston Round Table for Retail Salesman has finished a year's work, the first meeting having been held on Nov. 24, 1920. Thus is successfully completed the first attempt of a group of retail shoe salespeople to get together in study, discussion and demonstration of the problems, principles and practices of the profession of retail shoe salesmanship. Meetings have been held regularly every week, except during the summer, and the basis of study and discussion has been the eight volumes of the Training Course and service of the Retail Shoe Salesmen's Institute. As soon as the final results of tests, examinations and problems are determined, graduation exercises will be held for the members who have been successful in completing all work. There were about sixty in the class, from the principal shoe houses of Boston, and they are enthusiastic in their testimony as to results. A second round table will be opened in Boston shortly.

Young Shoeman Passes

Many members of the shoe trade will learn with sincere regret of the death of Mr. Herbert O. Doran, of the Big 88 Shoe Store, Toronto. The late Mr. Doran was a brother-in-law of Mr. Warren T. Fegan, the proprietor of the Big 88, and had been in charge of the men's department. His death was the result of a nervous break-down, his health having gradually failed over a period of many months. It was about

a year and a half ago that his health gave way and since then he had been practically unfitted for work.

The deceased first entered the shoe business in Mr. Fegan's establishment in the year 1900, at the age of seventeen, and as a result of hard and conscientious work was given an interest in the business some years ago. By his untimely death the shoe retail trade loses one who had given promise of becoming prominent and influential in the business.

Kiddies' Karnival Proves Big Success

In last month's issue we made reference to the plan adopted by Johnston & Murray for interesting the little folks of St. Thomas, Ont., in their sale of children's shoes, by offering a free ticket to see the "Kid" to each young customer. The results were surely worth seeing. On the day appointed the Princess Theatre was fairly swarming with children, eight hundred of them, merry, happy youngsters, just bursting with enthusiasm, and every one of them had secured his, or her, ticket from the Johnston & Murray store with some purchase. Looks like as if the J. & M. people sold some kiddies' shoes.

This was the fourth annual Kiddies' Karnival or celebration which the firm has arranged. Next year they intend doing something even bigger.

Shoe Style Revue at Chicago

The Style Revue at the big N. S. R. A. convention in Chicago, Ill., Jan. 9, 10, 11, 12, will it is stated be the biggest thing of the kind ever put on in any mercantile line. Four thousand spectators will be agle to view it at one time. The committee in charge of the event has been working diligently in selecting the most beautiful women in Chicago. These have perfect limbs and feet so that all shoes that appear in this promenade will be attractively displayed.

Hamilton Retailer Opens New Store

Mr. D. Sutton, a progressive shoe merchant of Hamilton, Ont., has recently moved from 261 James St. North, to new quarters at 152 James St., North, where he has scope for the expansion of his business. His new store is a well lighted cheery establishment, and presents an attractive front to the passing public on James St.

Mr. Sutton has successfully catered to the working class trade and has gained a reputation as "the working man's friend." He is optimistic regarding conditions in the year 1922 and is confident of a large increase in business.

Joins Staff of L. H. Packard & Co.

Mr. J. F. Bluteau, of the Globe Shoe Limited, Terrebonne, has severed his connection with that firm, and is now representing L. H. Packard and Company, Limited, Montreal, in the Province of Quebec. Mr. Bluteau has been in the shoe business for a number of years.

The Shoe Manufacturers' Association of Canada propose to shortly adopt an emblem for their association, and it has been decided that a contest is the most likely way of striking something particularly appropriate. They are therefore offering a prize of $100 for the device submitted which is adjudged to be the best. The contest is open to all, and there are no strings of any kind to it. Nor is fine drawing an essential—the idea is the whole thing. Something simple is required that could be reduced to small size and would be suitable for use on letterheads, cartons, etc.

Small Fire at Invictus Plant

The offices and sample rooms of Geo. A. Slater, Ltd., Shoe Manufacturers, Montreal, were damaged by fire and water on December 3rd. Due to the layout of the building the fire did not reach the manufacturing departments at all. Temporary offices have been opened in the factory while repairs are being made.

A National Advertising Campaign

Retailers throughout Canada will watch with interest the effects of the recently inaugurated national advertising campaign of the J. W. Hewetson Co., Ltd., of Brampton. This company's ads will appear in newspapers from coast to coast and the results are bound to be quickly felt.

An Original Method of Solving the Credit Problem

A Richmond, Va., shoe merchant has developed what appears to be a very effective solution to the credit problem. Realizing that the present conditions in the retail trade made necessary the trimming of expenses to the lowest possible limit, this concern determined to switch from a credit to a cash basis of doing business, but at the same time felt that they should make some compromise with customers who had been dealing steadily with them for a long time. Accordingly they decided to use a cheque that would extend a positive term of thirty day's credit, so that the credit customers would not be embarrassed if they were minus funds. This was called the "shopping cheque."

The idea "took" immediately, and the firm, realizing that they had originated a useful instrument, immediately applied for patent in the United States and Canada.

Shopping checks are drawn on regular accounts and are deposited on their due dates. When a patron does not have a bank account, the shopping cheque is drawn on "Self." It is stated that actual experience shows that two-thirds of the shopping checks are paid before due date, when drawn on "Self", which brings this proportion of the users back to the store, developing a prospect for an additional sale.

Some of the advantages claimed for the shopping cheque system are:

"Shopping cheques are immediately available as collectible assets at all times. Open accounts are not.

"Correctness of shopping cheques are not disputed. They can't be.

"Shopping cheques are a candid acknowledgment of debt.

"Open accounts lead to hypocrisy.

"If an unworthy person is extended the use of the shopping cheque, the fact is known on the thirty-first day, giving an immediate opportunity to proceed to collect by legal or other means.

"An unworthy credit transaction on open account is not usually known until three or four months have elapsed."

That the change from a credit to a cash basis, using the shopping cheque system, has worked to the advantage of the firm is evidenced by the statement that the average increase in sales since its inauguration from June 1920 to March 1 of this year, is 18 per cent, while the decrease in total overhead expenses is 14 per cent, plus. Annual turnover of stock is said to have increased approximately 100 per cent., while complaints for bad wear and exchanges of shoes have practically disappeared.

How Shoe Repair Prices Adjust Themselves

Law of Supply and Demand Provides a Natural Check on Exorbitant Charges for Repairing.

The question of repair prices is one that is the subject of much discussion and some argument. There are those who say that prices are too high and there are others who assert that they are scarcely high enough. Most association men will assert without hesitation that they are not asking, and have never asked, too much for their work. That they are right will be apparent after an examination of the matter.

The prices of all products are subject to the law of supply and demand. If the demand is greater than the supply, the prices will rise and will continue to rise as long as that condition exists, but as soon as they become exorbitant a counteracting influence immediately begins to operate. In the first place, the demand will gradually lessen, and, in the second place, competition, quick to realize where a harvest of profits is being reaped, will immediately come into the field and increase the supply, with the result that prices will recede until they find their natural level. Abnormal conditions, such as wars, famines, and the like, may seem to interfere with the operation of this law and monoplies and combines may seem to evade it, but not for long—eventually it is bound to regulate the situation, else commercial chaos would result.

A Natural Check on Exorbitant Prices

The repair business is differently situated from most, and in it the law of supply and demand operates with peculiar precision as a check upon exorbitant prices. The service the repairer has to offer is not a necessity, nor yet is it a luxury--it is an economy. And as soon as it ceases to be an economy, the demand automatically diminishes and would in a short time disappear entirely. In most other lines of business, this condition could not arise. Take the clothing industry for example. People, in this hemisphere at least, must have clothes or freeze, and while the demand might dwindle almost to the vanishing point for a time, it could never be shut off altogether. In the repair business, however, if the public find that they are not getting value for their money they will simply dispense with the services of the repair man and buy new shoes.

This makes it quite evident that combines in the repair trade would be utterly useless—even more so than in the other industries. What the repairer has to do is to find the happy medium between the high price that will drive away his trade and the low price that will not yield him a profit. It is a pity that the law of supply and demand did not operate as effectively to keep prices from being cut too low as it does to keep them from being fixed too high, for it still remains true that in many localities there are repairers, so-called, who are trying to do business on a starvation basis.

Of course it is also true that the value of the work done by different repairers varies very widely. One man may be able to ask $3.50 for a job that another can't get $2.00 for. The one has expert service and workmanship to offer and the other has neither; one shop may take the greatest care with its work, spending time on the details and using only the best materials, while another may specialize on cheap, quick jobs. Naturally, therefore, the prices must vary, and the public generally proves itself a fairly just judge of a man's work.

The question of overhead must come into almost any discussion on prices. The aim of every up-to-the-minute business man is to reduce the percentage of his overhead to his volume of business as low as possible. It is sometimes more profitable to lower prices and secure more business, as that may allow of a turn-over so much larger being done with the same overhead expense that the net returns at the end of the year will be greater. But of course it is only the man who knows exactly what his overhead is, who is acquainted with every detail of his costs, that can safely start figuring along this line. No man is fair to himself or his competitor who has not studied principles of cost-keeping and applied them to his own business. Association price lists are a good thing and are helpful all around, but the man who cannot determine for himself, scientifically, what his prices should be in consideration of his expenses is no asset to the trade but a liability.

British Federation Believes in Co-operative Publicity

The National Federation of Boot Trades' Associations believes in the value of co-operative advertising in the repair trade. Mr. John Hoyle, the general secretary, has recently gotten out two cards for the use of members in their shop windows. These cards take advantage of certain statements in the recent report of the committee on profiteering to boost the association. One reads as follows: "What the profiteering report says: 'Shoddy boot repairers do not combine for educational purposes.' Note— Our methods are up-to-date; our craftsmanship is good; our prices are right. Why pay dearly for shoddy work. Trust us with your repairs."

The second card reads: "What the profiteering report says: 'Customers are dependent upon the honesty of boot repairers for the quality of leather used in boot repairing.' Remember—we use only the best leather. We guarantee our workmanship. Why run risks? Your are safe here. Bring your repairs."

Members of Federation are also making use of an attractive emblem which was approved at the Blackpool conference. This emblem is upon glass, transparent, portable, and is sent out ready for hanging. The conditions in connection with its use, as

worked out by the repairers' committee, are as follows:

The emblem will be loaned to Federation members at a rental of 5s. per year, and will remain the property of the Federation, the rental fee to be paid in advance. Present members who have paid their current membership fee are entitled to the immediate use of the sign upon payment of the rental charge of 5s.

New members joining the Federation must have paid a twelve-months' membership fee with an additional 5s. for rental to entitle them to the use of the B. T. A. sign. Reasonable replacements free of charge.

All users of the sign will be required to sign an agreement with a stamp duty of 6d., agreeing to the terms and conditions as stated in this scheme, with a promise to return the sign should they cease to fulfil the conditions of membership.

All users of the sign will be expected to give honest value in the way of workmanship and materials used, and must not charge less than the minimum price fixed by the local association. The carrying out of these conditions is to be supervised by the local association, but it is not intended—in fact, it is thought inadvisable—that a craft test of wrokmanship should in any way be enforced, the committee feeling that members generally will seek loyally to carry out the above conditions.

The 5s. rental fee will be mostly used for national advertising.

Does this not suggest a line along which the Ontario Repairers' Association might advantageously take action? The repair trade in the Old Land has suffered more seriously as a result of the war than has the trade in Canada, and if British shoe repairers find it beneficial to spend money under present conditions for the purpose of advertising through their association, surely we in Canada, more favorably circumstanced as we are, can afford to do so with good results.

Resolved: "That I will Apply Modern Methods to the Operation of My Business in 1922."

Start the New Year right. It's not only a good time to make good resolutions; it's a good time to get right down to brass tacks and remedy the weaknesses of your business.

What are the weak spots of your business? Can you honestly say that your records are what they ought to be? Do you know just how much money you made last month, or do you know whether you are making money at all or not? Do you know exactly what your overhead expenses are and have you got them under control?

These are the questions you ought to be able to answer in the affirmative. If you can't you need to wake up and change your methods of operation. Take an inventory the last day of December and start book-keeping on January 1. Install a cash register or keep a memorandum book in which you can list every cash sale, so you will know at the end of each day how much your cash sales have been. Reread the article by Mr. J. Herriot in the September issue of "Footwear," and follow out the system he outlines or another equally good.

Then what about the general appearance of your store? Is it a credit to you? Is it clean, neat, inviting? Would a fashionable lady come in and take a seat in it without hesitation? Is your stock of findings attractively arranged, in such a way as might induce a customer to buy? Start the New Year with a clean, tidy shop and keep it that way right through 1922.

Care Of Your Customers' Shoes

And have you a satisfactory system of keeping track of your customers' goods? Can you locate a pair of shoes without hesitation as soon as they are called for, or have you frequently to spend four or five minutes hunting for them? Are you sure you never offend a customer, or injure the appearance of a pair of shoes, by the careless manner in which you handle them? If not it's about time you installed a proper shelving system and began to develop a little respect for other people's property, particularly when the "other people" are your customers.

Next, your windows! Are they pulling business for you the way they should? There are enormous rents paid for window space in localities where they are seen by large numbers of people. There's a retailer in New York who pays $5,000 a month rent for a store about the size of an ordinary "hen-house." Why? Because he's got window space on Fifth Ave. Business men of to-day realize that the window can't be beaten as a means of publicity? It's a sheer waste then to neglect it—a case of paying out good money for something you make no good use of. Begin the New Year with a clean window, containing a neat display of findings, and well-lettered cards informing the passers-by regarding the service you can offer them in shoe repairing.

And As To Advertising

And finally how about your advertising? You say you haven't got any money to spend that way? You can get out a neat circular to a list of prospects every month at a very reasonable cost. "Oh! That all takes time and I haven't got the time to give to it." Does that mean that you've got so much work on hand that you can't handle any more? Well you're a lucky man if that's the case. Most people at the moment would be glad they were rushed in the same way. The average repair man to-day is not as busy as he would like, and yet he'll tell you he has'nt the time to give to advertising. The trouble is he has not come to realize that it's not only his job to repair shoes, but also to **get after business.** He sits down and waits for business to come to him. All very well when he's got the monopoly of the trade in his locality. All very well when things are running smoothly and money is easy. But in times such as these, if a man wants to get business, he's got to hustle hard. He's got to advertise. He's got to hammer it into the public that he's there to repair their shoes and he can repair them right. Time and money spent for advertising is not wasted. It's invested.

Again ask yourself these questions:

Is my accounting system adequate and accurate?
Is my shop clean, neat and attractive?
Are my windows being used to the best advantage?
Am I a consistent advertiser?

The Toronto Shoe Repairers' Association intend staging a big dance on the evening of Jan. 19. Local repairers will do well to keep the night open.

"Big Business" in Repair Trade

A shoe repair shop in Philadelphia does a business of nearly $1,000 a day, a total of $250,000 annually, says the Boot and Shoe Recorder. That's a bigger business in repairing shoes than some stores do in selling shoes.

The proprietor expects in the future to repair from 1,500 to 2,000 pairs of shoes daily and to do an annual business of from $500,000 to $600,000, which is larger than the business of some shops making shoes.

This repair shop now employs 90 persons, 75 of whom are shoe repairers.

The proprietor says there are 1,400 repair shops, big and little, in Philadelphia, and that they do a business of from $8,000,000 to $10,000,000 annually.

The proprietor, by the way, started shining shoes.

Repairing Rubbers

The repairing of rubbers is not a phase of the business in which Canadian repair men have engaged to any extent, and some may be surprised to know that the efficient repairing of rubber overshoes is practicable. This, however, is claimed to be the case. Patented heel and toe patches are on the market which are especially designed for this purpose.

These patches, or repairers, as they are called, are moulded to the required shape and can, it is stated, be applied in about ten minutes with the aid of a little rubber cement, making the rubbers as waterproof as when new.

How does this appeal to you as a means of keeping busy during slack days in mid-winter?

Turn out Watertight Jobs

At this time of the year the shoe repairer should be particularly careful to make his work as waterproof as possible. Water will naturally incline to seep through awl holes, needle holes, and other holes in the bottom of a shoe, even if the sole itself did not absorb water.

There are preparations for which it is claimed that they will make the leather absolutely water-resistant, thoroughly impregnating the fibres of the leather, and at the same time improving the wearing qualities. Repairers who have not had experience with preparations might find it profitable to investigate. Any extra service that they can offer their customers, and any measures that they can take to make their work more satisfactory, will help to build business for them.

The Right and Wrong of Cutting Sole Leather

"It is well to be economical of leather--but to be economical of leather at the expense of the quality of the job is poor policy," said a veteran shoemaker to Footwear's representative. Many repairers think that expert cutting consists in getting the greatest possible number of soles and heels out of a bend of leather and overlook entirely the requirements from the wearing standpoint. Thus, they will apply a sole which is light across the balls of the toes and along the outer edge of the foot where the greater part of the weight of the body is supported, and will have the leather thickest in the centre of the arch where the strain is at its least. An expert repairman, on the contrary, will always take into account the points which are subjected to the hardest wear and will cut his soles accordingly, even if he has to waste some leather in doing so. In the case of the heels, he will help to counteract the tendency to wear down more quickly on the outside edge by allowing a little heavier thickness of leather.

Another common error among less expert repairers is to cut off a half-sole almost straight instead of allowing it to extend well back toward the heel on the outer side to take care of the strain at that point.

How to Kill Your Association

Don't go to the meetings. If you do, go late. If you attend find fault with the work.

Never accept office. It is far easier to criticise than to do.

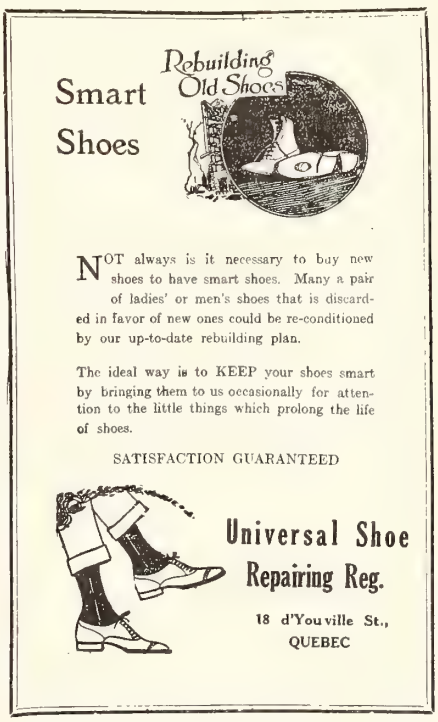
Be terribly annoyed if you are not appointed on committee. If appointed, do not attend the meetings.

If asked by the chairman to give your opinion, tell him you have nothing to say. After the meeting tell him how things should have been done.

Hold back your dues or don't pay at all.

Don't bother about getting new members. Let someone else do that.

Here is an example of what one live repairing concern is doing in the way of advertising. If more publicity of this kind appeared in the newspapers, a greater number of shoes would find their way to the repair shop.



An Attractive Window Display

A recent window display of Eaton's Modern Repair Shop, operated by Maurice I. Cummings at 205 Union St., St. John, N. B., is particularly commendable and cannot help but create a favorable impression on the mind of the purchasing public. A variety of work is displayed, each pair of shoes being accompanied by a tastefully written showcard stating the name of the job, price, etc. The general color scheme is green and the whole illuminated by a row of tiny green lights.

The store, which is equipped with the latest in

Goodyear outfits, is decorated with colored kid and sheepskins on which have been written various mottoes and wordings in airbrush work, the whole being illuminated at night and forming a brilliant and tasteful display which proves conclusively that the modern shoe repair shop can be as attractive as a store in any other line of business.

A Letter that Should Help Boost Business

We have been suggesting that shoe repairers have, as a class, been neglectful of the benefits of advertising. It may sometimes happen that there is no newspaper that is practicable to use—say where a repairer is only in a position to do a local trade and the papers cover the entire city. But a good letter or printed folder sent out regularly would undoubtedly be a real help in bringing in business. In order to be quite practical in our suggestion, it is our intention to print typical letters that would be suitable for this purpose. Here is one that should be effective if sent to a list of better class prospects:

Shoe Style Insurance

Dear Madam:

Did you notice someone walking ahead of you on the street to-day with crooked heels? How ungainly it looked! Nothing so surely mars the appearance of a costume as shoes in bad repair. It just kills the "style".

The pity is we often don't see our heels as others see them. If we did, one would observe fewer ankles inclining slightly outward at each step—which injures the shape of the shoe and makes grace of carriage impossible. No one can walk properly while going over on their heels.

Just a matter of neglect, isn't it, that one lets a shoe get into that condition? It will do for to-day and it will do for to-morrow, and then it does for next week and perhaps for next month. And finally it has become so homely that you think it is not worth repairing—which simply means that about one half the wear in the shoe is wasted.

It may be that you have not realized that the best "style insurance" for your shoes is to have them attended to by a good repair man just as soon as they show signs of wear. It just about doubles the life of the shoes, preserves their good appearance and shape and is a necessary protection to your own health and comfort.

But be sure you go to a **good** shoe repairer. That is what J——— & T——— claim to be, and we should like to have the opportunity of proving it to you, as we have to a large clientele of satisfied customers. Your shoes will be safe in our hands. If any of them need attention, just phone Main——, and we shall be glad to call for them. Or if it is convenient, drop into our store when passing—It is at a near-by corner, Queen and Robert Streets.

WANTED: ——— o'clock, Mon. Tues. Wed. Thurs. Fri. Sat.

Sewed Full Sole	Rips
Sewed Half Sole	Patches
Nailed Half Sole	Heel Linings
Phillips' Soles	Welts
Neolin	Squeaks
Full Rubber Heels	Counters
Half Rubber Heels	Insoles
Leather Heels	Back Straps
Top Lifts	Cleats
Toe Caps	Louis Heels
Toe Pieces	Sew Soles

No. 1283 Price, $

WATERBURY & RISING, Ltd.
Repair Plant
Not Responsible After Thirty Days.
SAVE THIS CHECK
WE CALL ——— WE DELIVER
No. 1283

This tag, used by Waterbury & Rising, of St. John, N.B., in their repair department is one of the most complete we have seen. It reduces the use of the pencil to the minimum. On the reverse side is space for the clerk's initial, the date, the name and address of the customer, and special instructions.

THE BIGGEST SHOE REPAIR SHOP IN MONTREAL

was started a year ago by a returned soldier. It is today doing the largest business in rebuilding and repairing shoes because:—

(1) Shoe-Craft makes a specialty of actually "rebuilding" shoes. This makes your old shoes practically as good as new, and at about 25% of the cost of new shoes.
(2) Shoe-Craft uses the XXX quality of genuine tanned leather exclusively.
(3) Shoe-Craft handles a great deal of business by phone.
(4) Shoe-Craft guarantees all materials and workmanship in their repairs.
(5) Shoe-Craft calls for and delivers shoes without charge.

A year ago the service man had two repair men working for him. Today there are two clerks receiving work and handling phone orders. Every one of the shoemakers is a specialist in his own line of work.

RE-BUILT SHOES

The sole of XXX oak tanned leather runs from under the heel to the toe. It is sewn on, of course.
Price $2.90
With rubber or leather heels. Price $3.50
If the uppers are good the rebuilt shoes look and wear as well as new ones

HALF SOLES and HEELS

Men's sewn half soles	$1.65
With leather or rubber heels	$2.25
Ladies' half soles	$1.50
(Hand sewn $1.85)	
With leather heels	$1.85
With rubber heels	$2.00

The service which this organization can give to your worn shoes is worth while. A phone call puts it at your service. We call for your shoes and take your instructions by phone; or we will recommend the repairs we think necessary—also by phone.

Use the Shoe-Craft Service **Uptown 869**

SHOE-CRAFT LIMITED

S. F. TILDEN, Manager. 315 Bleury Street Opposite "The Imperial"

Here's another example of what a live shoe repairer can do in the way of advertising

Does Work on Women's Shoes by Hand

One of Toronto's most up-to-the-minute repairers told "Footwear" recently that all his repair work on women's shoes was now being done by hand. The reason for this, he states, is that in late years manufacturers have been putting such fine work on women's footwear that it was almost impossible to resole them by machine without mutilating it. While we were in his shop a lady called for a pair of shoes on which repairs had been made involving the application of a new welt, due to a botched job done by another repairer who had practically cut the welt in pieces with his needle. The lady handed the proprietor a $5.00 bill for the job and received 50 cents change without demur. The boots pleased her, she wanted them repaired, and was willing to pay a high price for high quality workmanship.

Why Not a Shoe Repair Week?

Why not a shoe repair week?—asks "Shoe Findings." The suggestion is a good one. There is no reason why the idea could not be put across in any of the larger cities where shoe repairers' associations exist. Repairers have been spending little or nothing for advertising, and they could well afford to start something along this line. There have been, as our contemporary points out, "Paint up Weeks," "Coffee Weeks," "Cotton Weeks," "Home Sewing Weeks," and other similar co-operative merchandising efforts put over with considerable success, and there does not seem to be any real obstacle to a successful "Shoe Repair Week."

The public has a great deal to learn about modern shoe repairing and its possibilities, and who is going to tell them, if not the shoe repairer? A large percentage of the public, who might use the services of the shoe repairer, never do so merely because the matter has never been brought to their attention forcibly enough. Talk the matter over with the repairers in your town or city and see if you can't work up a campaign along this line.

Congratulations to St. John, N. B.

St. John, N. B., has the distinction of being the only town in the Dominion that has a lady actively engaged in the shoe findings business. Geo. W. Folkins has operated a shoe findings business for many years at 226 Union St. and it is his daughter, Miss Luella Folkins, that enjoys the unique distinction of being right hand man and salesman—or woman—of the concern.

Miss Folkins, a young lady of most attractive and charming personality, entered the business as successor to a brother who heard the call of duty overseas, and liked the findings trade and the smell of leather so well that she has stayed with it.

She calls regularly on certain portions of the local shoe industry, by whom she is highly esteemed and respected, and it is somewhat of an experience to see a grizzled veteran of crispincraft defer to Miss Folkins judgment and opinion in matters concerning which women in general are not supposed to be highly informed.

Get the better business bee in your bonnet.

"My livelihood was threatened, my trade was going, I had a price cutter on each side of me, but I stuck it," remarked a shoe repairer recently. "At one of these shops they now sell fish and chips and the other is closed, the man having taken a job as a clerk.

FOOTWEAR FINDINGS

Happenings in the Shoe and Leather Trade

H. W. Gold has opened up a repair shop at 71½ Dundas St., Belleville, Ont.

W. Warwick, formerly of Toronto, has opened up a shoe business in Aurora, Ont.

Congratulations to Alf. McCoy, of McCoy Brothers, Belleville, Ont., on the birth of a daughter.

Chas. Bigley, of Bobcageon, Ont., has returned from a trip to the Old Land, looking as if his holiday had agreed with him splendidly, as he says it has. He finds business in good shape.

A. Davis, of Treemore, Ont., is enjoying good business in the store he recently opened.

Geo. Kembar, of Treemore, Ont., has installed a finishing machine in his repair shop.

Superintendent Thurston , of the J. Leckie Co., Ltd., Vancouver, has been on a trip East and is now on his way back to the coast.

Things have been a little liver in the repair trade than in the retail trade within the last couple of weeks in the small places East of Toronto, according to J. A. Creech, the genial representative of Chas. Tilley & Sons.

It is reported that Bachrack Bros., shoe retailers, are shortly to vacate their premises at 234 Yonge St., Toronto.

C. Levinson, progressive young Hamilton retailer, whose main store is located at 26 King St., W., is opening a new branch.

R. Greer, has opened up a shoe repair shop at 8 Barton St., E., Hamilton, and has installed a finishing machine.

A. L. Wilson, of 73 King St., E., Hamilton, was agreeably surprised to receive a nice souvenir, with greetings from Ames-Holden-McCready, on the occasion of his birthday, Dec. 1. Mr. Wilson is still pondering how this firm obtained the date of his birthday.

Jas. Sutherland, of Kingston, Ont., representative of Geo. A. Slater, Ltd., had a marine experience recently which he is not likely to forget for some time. Mr. Sutherland fought in France and knows something about hails of lead, barrages, etc., but he says one of the worst nights he ever put in was on board the Huronic en route for Port Arthur recently. Old Lake Superior did her darndest, but the boat made Port alright.

Damage to the extent of $14,000 was caused to the shoe store of W. H. Bartlett & Sons, Brampton, Ont., recently by a fire which started in the repair department at the rear.

The stock of Peter Metersky, general merchant, Chatham, Ont., of which boots and shoes formed a large portion, was destroyed by fire recently.

The United Rubber Company, Montreal, has assigned.

Samson Angus, Limited, Montreal, has been incorporated with a capital stock of $49,000, being authorized to carry on bussiness as wholesale and retail dealers in boots and shoes.

The British Slipper Manufacturing Co., Ltd., Toronto, has been incorporated with a capital stock of $40,000

Richard Sylvester, of Hensall, Ont., has moved to Thedford, where he will conduct a shoe business and harness shop.

James Barter, has opened a shoe store at 115 Dundas St. London, Ont.

W. Higgs, who came to Canada, recently from Birmingham, England, has opened a shoe store adjoining the Post Office at Wardsville, Ont.

Val Dallner, shoe merchant, at Sebringville, Ont., sustained a $200 loss recently when burglars entered his store by breaking a rear window and helped themselves to merchandise.

Fred Eitel, of Galt, Ont., formerly in the C. P. R. Hill

Shoe Store, has opened up for himself, at 43 Water St., North.

Alex Rau, of New Hamburg, Ont., has gone to Kitchener, where he has accepted a position with the Ames-Holden-McCready Co.

B Kellington, of Cottam, Ont., has moved his shoe and harness repair shop to new and larger quarters which he purchased recently on Main St.

Fire which may have been caused by a spark from an emery grinder, caused damage to the leach house of the Acton Tanning Company, at Acton, Ont., amounting to $10,000. Two of the leaches were badly damaged, and in addition loss was sustained by the great amount of water poured into the tanning liquor.

William Simpson, of London, Ont., who had to move his shop recently when the site was purchased for industrial purposes, has secured premises on Clarence St.

The bylaw which was submitted to the ratepayers of Mount Forest, Ont., on November 14 to raise $10,000 for the Gourlay Shoe Company, was defeated by the two thirds requirement, there being 213 for and 162 against the measure.

J. Blumenthal, of Brampton, Ont., who recently purchased the Bedard Block at Ridgetown, will remodel it and intends to open as soon as possible a first class boot and shoe shop. Work is now in progress and all new fixtures will be put in. The store will be under the management of J. Levey.

The funeral of Henry Gage, held to Beechwood cemetery at Forest, Ont., was attended by Forest Masonic Lodge in a body. Mr. Gage, who was 74 years old, had been in the shoe business in Forest, for half a century. He was a native of Ancaster, Ont. He is survived by one son and six daughters.

Negotiations are in progress at Port Elgin, Ont., for the location there of a hosiery factory by Ewart Gandier, of the Teasdall Hosiery Co., of London.

In the coming elections, at London, Ont., Philip Pocock, president of the London Shoe Company, will probably run again for the Utilities Commission, although efforts are being made to have him enter the mayoralty field. He does not favor the latter, but is willing to continue the excellent service he is giving the city as a Commissioner.

Following the illness of three months, the death occurred at Tillsonburg, Ont., of Charles Ross for many years shipping clerk at the Tillsonburg Shoe Co. He was 41 years old and financial secretary of Club No. 78 C. O. F. almost since its inception.

Fire of mysterious origin caused a loss of $5,000 in the factory of the Griffin Shoe Co., at Ingersoll, which was recently taken over by A. Smith, of St. Thomas, who was getting it in readiness for operation.

Burglars who made a raid in the business district at Strathroy, Ont., on the night of November 17 got away with a quantity of shoes from the store of Freel & Son.

W. Jaesar, of Waterloo, Ont., has moved to Linwood, Ont., and is opening a repair shop.

Herb Kittle, of Linwood, Ont., has gone to Toronto to accept a position as traveller for the J. R. Tree, Co.

Miss Winnifred Ashplant, daughter of J. S. Ashplant, of London, Ont., is spending some months in Europe.

The Independent Last Co., Montreal, has suffered loss from fire.

The Empire Leather & Shoe Findings Co., Montreal, has sold out to the Eagle Leather & Shoe Findings Co.

The assets of Ferdinand Donaldson, Quebec City, have been sold.

J. A. Hamilton, representative of the Canadian Arrowsmith Co., is making a trip through Quebec and the Maritime Provinces, calling on the trade with the various appliances manufactured by his company.

Mr. C. L. Owens, of the Owens-Elmes Mfg. Co., returned on Thanksgiving Day from an extended business trip in the States and Western Canada. Mr. Owens visited the States with the object of establishing connections with some of the more prominent shoe retailers in the large cities along the Pacific Coast. Spokane, Seattle, San Francisco and Los Angeles were included in his trip and he reports that excellent business has resulted.

Provincial Cut Soles, of Kitchener, Ont., are moving from Queen St. to 311 Victoria St., where they will have larger and more commodious quarters. At their new premises they will occupy two floors, with a total area of 6,000 sq. ft. The increased space has been made necessary by the development of the firm's business.

J. A. Sullivan, of Talbot Shoe Co., likes football. At least so we gather from the fact that he made a special trip to Ann Arbor, Mich., to see the University of Michigan—Minnesota rugby game. Someone said that when J. A. reached the entrance of the grounds he could plainly picture his reserved seat ticket in the left-hand top drawer of his desk where he had left it. We believe it's only a rumour, however.

Jno. Lennox & Co., of Hamilton, have opened up attractive new sample rooms and offices at 20 King St., E., where members of the retail trade will be made welcome.

Geo. D. McLeod, shoe repair man, of West St. John, N. B., has solved the problem of high rents by the very logical expedient of building a store of his own and moving into it recently. The new store, which was built expressly for this business, is of a frame construction, white plastered inside and makes a most suitable and sanitary workshop.

Fred A. Chittick, a well-known and progressive young shoe man who operates a Goodyear repair shop in Fairville, N. B., has invested in a car, from which h derives considerable pleasure, having driven upwards of 2,000 miles during the last season. Fred is some navigator of the gasolene joy waggon.

F. T. Hill & Co., operators of a chain of general stores, have recently opened up in Meaford, Ont., which makes them the owner of six establishments. They have an exceptionally good shoe department and report good business since its opening.

J. Blementhal, of Brampton, Ont., has purchased the Bedard Block in Ridgetown, and will remodel it for the purposes of a first-claass shoe store.

It is reported that negotiations are under way for the location of a shoe factory at Norwich, Ont.

Chas. Weiner, shoe dealer, Toronto has assigned to N. L. Martin.

Trudeau & Co., Montreal, manufacturers of shoe supplies, have been registered by Gustave J. Trudeau.

M. R. Clarke, the Victory Shoe Store, Kingston Ont., has assigned.

Sevlyn's, Ltd., Montreal, shoe stock damaged by water. Covered by insurance.

Berkman's Sample Shoe Store, Toronto, has assigned.

Paul Deguise, shoe dealer, Montreal, has compromised with his creditors.

The Walk-King Shoe Co., Montreal, has been dissolved.

Ferinand Donaldson, shoe dealer, Quebec City, has assigned.

REPRESENTATIVE.—A leading manufacturer making a full line of Men's & Women's Goodyear Welts and Mckays for the jobbing trade wants a good representative for the Martime Provinces to work on a commission basis. Must have experience and good references. Apply to box No. 715, Footwear in Canada, Toronto. 12

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MELTONIAN

Boot Polishes and Creams

A splendid line of first class polish for you to carry, Meltonian finds favor with the public wherever it is featured It is attractively put up in the most convenient packages for your trade. Samples and prices will be cheerfully given. We can quote you attractive values.

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TORONTO

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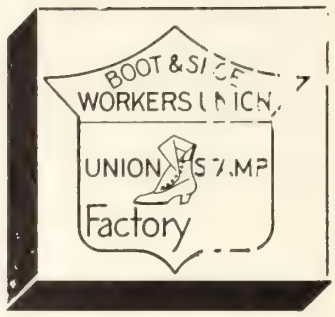
E. BROWN & SON, LTD. **LONDON & PARIS**



This Stamp Increases Sales!

The Union Stamp on your shoes is an incentive for the local unionists to trade in your store.

Loyalty to the principles for which organized labor stands makes many buyers refuse footwear unless it bears the official stamp of the Boot and Shoe Workers' Union.

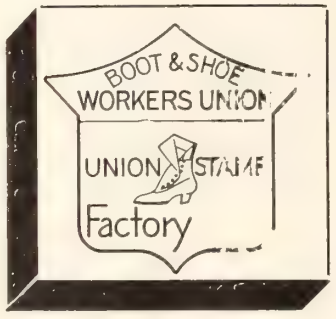
To increase your sales among this vast buying unit, feature shoes which bear the stamp—the trade-mark of an organization which is composed of intelligent workmen, putting their best into their productions.

The Union that has an agreement with manufacturers settling all wage differences by ARBITRATION.

Boot and Shoe Workers' Union

246 Summer St., Boston, Mass.

COLLIS LOVELY, Gen'l Pres. CHAS. L. BAINE, Gen'l Sec'y-Treas.



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For The Yellow

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Your Guarantee of Quality when Ordering

SHOE RIVETS
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K K HAND SHOE TACKS
K K CHANNEL NAILS
K K SOLING NAILS
K K HOB NAILS
K K COBBLERS' RIVETS
K K SOFT STEEL SHOE RIVETS
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K K PEGGING NAILS
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K K DIAMONDS

A Complete Line Manufactured and Packed Expressly for the Repairing Trades

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227 Craig Street West.

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Main Office and Factory :
Bennett Avenue, Maisonneuve

TORONTO
90 Adelaide Street West

KITCHENER
46 Foundry Street South

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"La Duchesse" McKays for Women Turn Slippers for Men

Get in touch with your jobber early and let him show you the splendid "La Duchesse" models he has waiting for you. In a variety of leathers, lasts and patterns, and radiating good workmanship and unusual value.

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"La Duchesse" Shoe Co.

Registered

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The Peterboro Shoe

For MEN, BOYS, YOUTHS and LITTLE GENTS

A staple line of Footwear, prominently known for its superior workmanship, first grade materials, smartness and comfort. A Line you can stock with assurance. Write us to-day.

B. F. Ackerman, Son & Co., Limited

PETERBORO, Ont. Western Branch, REGINA, Sask

MAKERS OF THE "PETERBORO" SHOE

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International Supply Co.

The Largest Shoe Factory Supply House in Canada

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We are Exclusive Canadian Agents for the following well-known houses:—

American Lacing Hook Co., Waltham, Mass.
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Armour Sand Paper Works, Chicago, Ill.
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Inks, Stains, Waxes, etc. Cyclone Bleach.
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Cincinnati Cutting Die Co., Cincinnati, Ohio.
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Shoe machinery.
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Wax Thread Sewing Machines,
Poole Process for Goodyear Insoles.
Safety Utility Economy Co., Boston, Mass.
Electric Heating Equipment.
The S. M. Supplies Co.
Factory Supplies, Needles, etc.
J. Spaulding & Sons Co., N. Rochester, N.H.
Guaranteed Fibre Counters, Fibre Innersoling.
The Textile Mfg. Co., Toronto, Ont.
Shoe Laces.
United Stay Co., Cambridge, Mass.
Leather and Imitation Leather Facing, Welting, etc.

We carry three large stocks in order that we may serve you promptly. You will do well to avail yourself of these stocks.

Quality Goods — ***Right Prices***

INTERNATIONAL SUPPLY CO. · MONTREAL · KITCHENER · QUEBEC · SERVES YOU RIGHT

Main Office—154 Notre Dame Street West, Montreal

Branches:—37 Foundry Street S., KITCHENER - - 566 St. Valier Street, QUEBEC

This Heel

Is the One You Should Sell

It is the heel that people want—they ask for it. It is the heel that gives satisfaction—in wear, resiliency and comfort.

Keep a sign in your window that you sell—

"Maltese Cross" Rubber Heels

GUTTA PERCHA & RUBBER, LTD.
Head Office and Factory, - - TORONTO.

GAITERS

We specialize in the manufacture of—

"The Better Gaiter"

In felt and broad cloth.

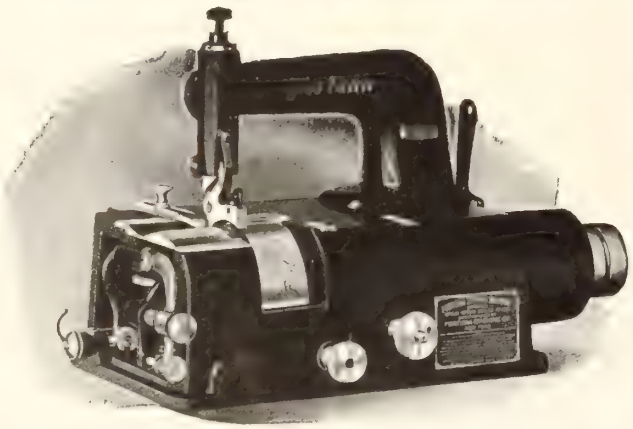
Our prices are adjusted to meet replacement values, and we have produced a better gaiter at a lower price.

American Gaiter Mfg. Co., Ltd.

2168 St Lawerence Main. Montreal

Fortuna

Skiving Machine



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New Castle Kid

BLACK — WHITE — COLORS

Send for Samples

New Castle Leather Co.

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"LA-RITA"

A New Number in this Popular Line

"Young Misses"

"La-Rita" Babies', Infants', and children's high grade stitchdowns have long been a popular line with the trade. Because of their popularity we have added a new number "Young Misses" stitchdowns which are of the same high quality.

Write us for particulars.

The Rita Shoe Co.

Limited

St. Hyacinthe Que.

Edwards & Edwards

LIMITED

TANNERS OF

SHEEPSKINS

FOR

Shoes, Gloves, Saddlery
Upholstering
Bags and Suit Cases
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The Management and staff
of the

United Shoe Machinery Company
of Canada Limited

join in extending to you

Hearty Christmas Greetings

with the wish that the

New Year

may bring you Peace and Plenty

Montreal

Christmastide
Nineteen-Twenty-One

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Christmas 1921—

WE have much to thank our good friends for this Christmastide. Their generous patronage and loyal co-operation during a year of many trying difficulties has been very much appreciated by us. It has shown us that "Goulet" shoes hold the confidence of the retailer, and our every effort during the coming year will be to maintain that confidence.

O. Goulet & Sons Limited

575 St. Valier St., Quebec.

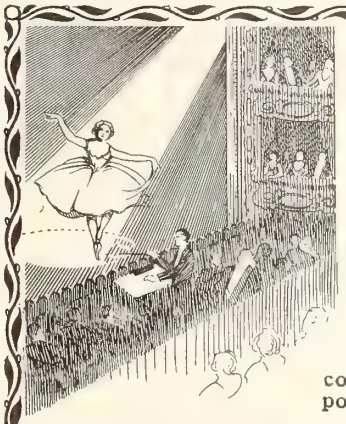
The Best and Most Durable Shoe Laces Are Made With Our

Power Shoe Lace Tipping Machines

Textile and Special Machinery
Harris-Corliss Steam Engines

WORM GEARS AND WORM GEAR REDUCTION UNITS

The Franklin Machine Company
Engineers Founders Machinists
189 Charles Street, Providence, R.I.



The Greatest Dancers of the Day insist on wearing Arthur Franks' Ballet Shoes. No other shoes afford the same amount of comfort and support.

BALLET SHOES

by Arthur Franks are supplied to Mesdames Pavlova, Kaisavina and Vera Karalli, and Messieurs Novikoff, Volinini, Adolph Bolm, etc.

Arthur Franks

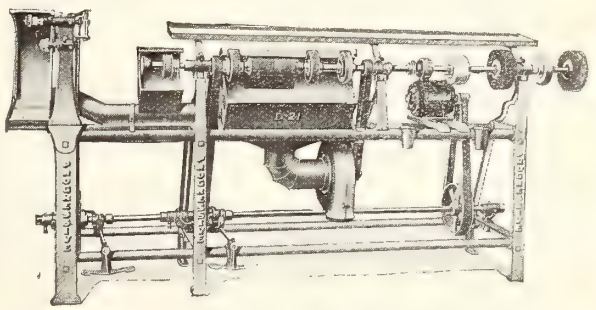
3 Cotton Street, Australian Avenue, London, E.C. 1, England.

91% Had Not Replaced a Single Part!

Ninety-one per cent informed us they had never replaced a single part! Probably no other machine in shoe repair shop equipment history has made such a wonderful record of performance as this. It is a simple matter to have a man say he is satisfied at the time of purchase, but quite another matter to have him satisfied after five years.

The Progressive Company recently sent a questionnaire to owners of Progressive Finishers who had purchased their machines prior to 1916, and asked several questions about the finishers. 98% of those who responded endorsed the Progressive Finisher without qualification. They had no criticism to make of Progressive Equipment.

You cannot afford to take chances. Progressive Equipment has proved its dependability.



Progressive Shoe Machinery Co.
Minneapolis, Minn.

PROGRESSIVE

—the machine with a 98% endorsement

All Canvas and Felt and Canvas Combination Innersoling

FOR McKAYS

The stitches sink completely below the surface in this material and there are no uncomfortable, humpy places. It's the ideal innersole for McKay work at a low cost.

Every inch is usable—practically no waste in cutting. Let us send samples for proof

THE LANDERS BROS. CO.
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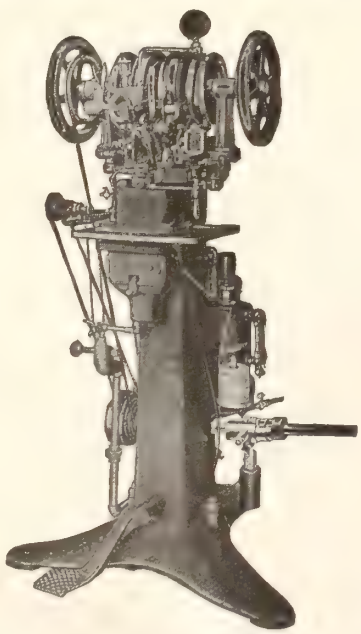
LEADS THEM ALL
in Uniformity,
Fine Texture, Wearing Qualities and Finish

In our West Lynn Factory during 310 working days, the average daily output has been 800 dozen finished skins, or an equivalent of 9,600 skins per day. This represents 60,000 feet of leather turned out each day, or 18,600,000 square feet of leather in one year. This amount provides over 6,200,000 people once a year with one pair of shoes—a large army!

Sold in All Foreign Countries

Thomas A. Kelley & Co.
Tannery and Main Office, LYNN, MASS.
Selling Agents:
ROUSMANIERE, WILLIAMS & CO.
87-93 Lincoln St., BOSTON, MASS.

Landis Outfits are Money-Makers



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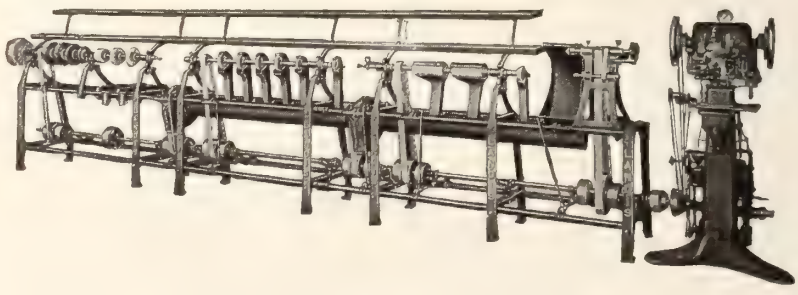
outright—No royalty.

Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms are easy.

We have many models of stitchers and finishers. Write for complete catalogue with prices and terms.



Landis Machine Co., 1515 N. 25th St., **St. Louis, U.S.A.**

"The Fabric Tip— that can't come of"

THE Nufashond Fabric Tip is part of the braid itself! It has these big selling points—can't come of—can't rust—can't tear hosiery.

Made flat, tubular and cord in all colors and in lengths for all shoes.

Excellent selling helps and display cards furnished.

NUFASHOND, ***Reading, Pa.***

Nufashond
TRADE MARK REG. U.S. PAT. OFF.
Shoe Lacers

Ask your jobber for samples and prices.

The Season's Greetings

And best wishes for a full share of the good things for 1922

Moccasins, Slippers, Snow Shoes for your approval

At your service

BASTIEN BROS.
INDIAN LORETTE, QUE.

Agents for Ontario and the West:
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Backed by Demand Supported by Reason

The demand for correct, rational footwear for children is increasing. Thoughtful parents are no longer content with inferior shoes the effects of which may be harmful, but insist upon good shoes which permit correct development of the feet.

Retailers of HURLBUT welts throughout the Dominion are feeling the effects of this change in increased numbers of customers and greater average daily turnover.

HURLBUTS are trade builders that assure permanent customers.

HURLBUT
CUSHION-SOLE
Shoes for Children

PHILIP JACOBI

5 Wellington Street East, Toronto

Exclusive wholesale distributor of Hurlbut Shoes.

The Lincoln Paper Mills
Company, Limited

can supply
your requirements
in

GLASSINE

Super-Glazed Kraft
for Interlay

Wrapping Paper

The above are thoroughly Canadian-made products of the highest quality and at the attractive prices quoted, should appeal to every Canadian shoe manufacturer.

Will you get in touch with us?

LINCOLN PAPER MILLS CO., LTD
MERRITTON ONTARIO
Branch — 112 Bay St., Toronto.

RESULTS!

The methods at the command of the shoe retailer for procuring a thoroughly reliable mailing list are often expensive and uncertain

For instance, the dead letter matter encountered when lists have been compiled from telephone and city directories or voters' lists would sometimes pay for one-third of the advertising.

The best way is to send direct to us. We have the most up-to-date mailing lists on the market. They are revised annually and have proved 98 per cent correct.

Prices are surprisingly low when comparing the cost of direct advertising and results with other advertising.

No extra office staff required, your printing, addressing and mailing handled at very small cost.

Let us send full particulars.

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Aurora, Ontario.

Fred. F. Dufton
LEATHER

50 Foundry Street South
Kitchener — Ontario

SHEEPSKINS
Representing : Clarke & Clarke, Ltd., Toronto

GLAZED KID
Representing : The Bonner Leather Co., Montreal

CALF AND SIDE LEATHER
Representing : C. Galibert & Son Co., Montreal

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The Hinde & Dauch Paper Co.
of Canada Limited
TORONTO ONTARIO

Compliments of the Season

TO OUR many friends and customers throughout the trade we extend wishes for a Merry Christmas and a Happy New Year.

We also thank our customers for their kind co-operation during the past year and look forward to again supplying their requirements during 1922.

There are other merchants whom we sincerely believe could handle our products with profit and we hope these will give us the opportunity sometime in the New Year of showing what we can do.

Globe Shoe Limited, Terrebonne, P.Q.

Montreal Office, J. A. Bluteau, Representative
11a St. James Street

1852

1921

AS the ship of destiny brings us to the end of another year we wish our good friends "bon voyage" through the year that lies ahead.

¶ *As in the past, so in the future we shall endeavor to keep pace with the development of the shoe trade in Canada by making Clarke's Patent Leather worthy of the finest and best in Canadian shoe manufacture.*

¶ *We thank the trade for their goodwill, which has helped us to make Clarke's what it is.*

Griffith B. Clarke.

President and General Manager.

A. R. CLARKE & CO. LIMITED
Toronto, Ontario
December
1921.

LARGEST MANUFACTURERS OF PATENT LEATHER IN THE BRITISH EMPIRE.